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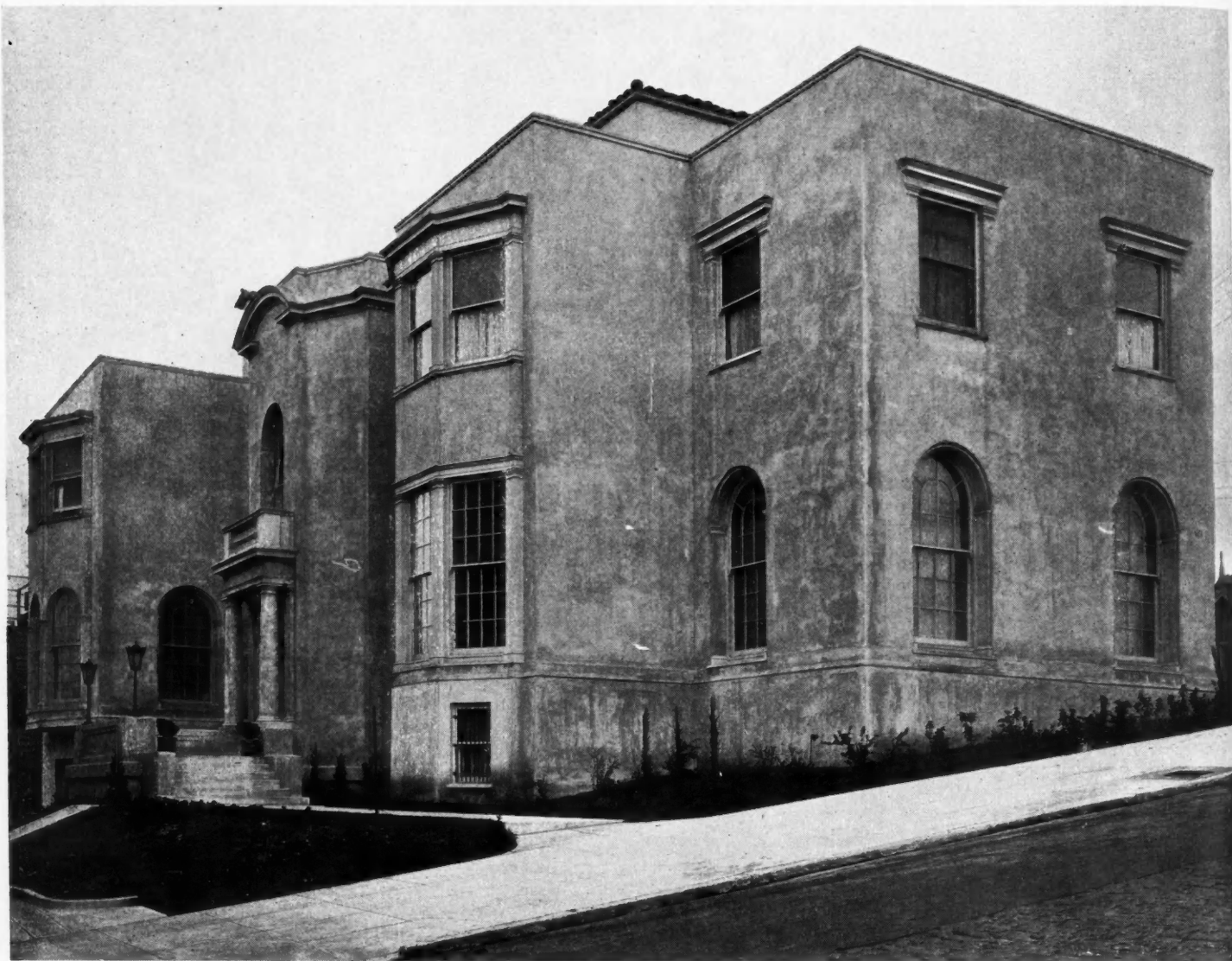
THE BUILDING REVIEW



APRIL, 1921

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The BUILDING REVIEW

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APRIL, 1921

No. 4.

Associate Editors—HARRIS ALLEN and HENRY H. GUTTERSON.

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VOL. XIX.

SAN FRANCISCO, APRIL, 1921

NO. 4.



"THE WHITE COLUMNS OF A SMALL HOUSE ON THE HILL—
LIKE A SHRINE DEDICATED TO THE SPIRIT OF THE VALLEY."

WE ARE LEARNING

(By Harris Allen)

One of the oldest proverbs known to man, in one form or another, and one of the least heeded, runs to the effect that "a fool learns from his own experience; a wise man learns from the experience of others." If wise men were not rare, we should not call them wise. Certainly it is true that in all things, big or little, it is the exception rather than the rule to find an undertaking deliberately and intelligently based on the lessons of other people's experiences.

For the past year the realization has been gradually forced upon us that as a nation at war we proved the rule to a most lamentable degree. It is almost inconceivable that after watching for three years the progress and problems of the world's most terrible war, we should have failed

to ascertain and profit by the experience of our allies. The cost of that failure, in life and labor and gold, has been well nigh incalculable.

But to some extent the strain of excitement and pressure may excuse, or at least explain, the hysteria which caused our war-time mistakes and flounderings (passing over our neglect in the way of preparedness). War, however natural to human nature, produces abnormal conditions.

No such alibi applies to normal, peace-time operations. The rate of progress then is determined, broadly, by the degree of general education which increases the number of wise men and decreases that of fools.

Along some lines the increase has been marked in this

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LONG RIDGE ROAD TOWARDS THE GOLDEN GATE
LAKESHORE HIGHLANDS, OAKLAND, CALIFORNIA.

country. In others, notably those which do not concern directly the operation of practical or commercial industries, those which have to do more with the aesthetic and personal side of life, progress has been desultory and sporadic. However, within the last few years there have been many increasing signs, many evidences of a general increase of discrimination, of a tendency to observe and profit by experience and experiments along these lines.

The general improvement in architecture throughout the country is unmistakable evidence to this effect. And along with the efforts, of varying success, to improve cities by definite city planning, have developed numerous special "residence tracts." Areas of land have been laid out so as to engage the natural beauties of trees and views, hills and

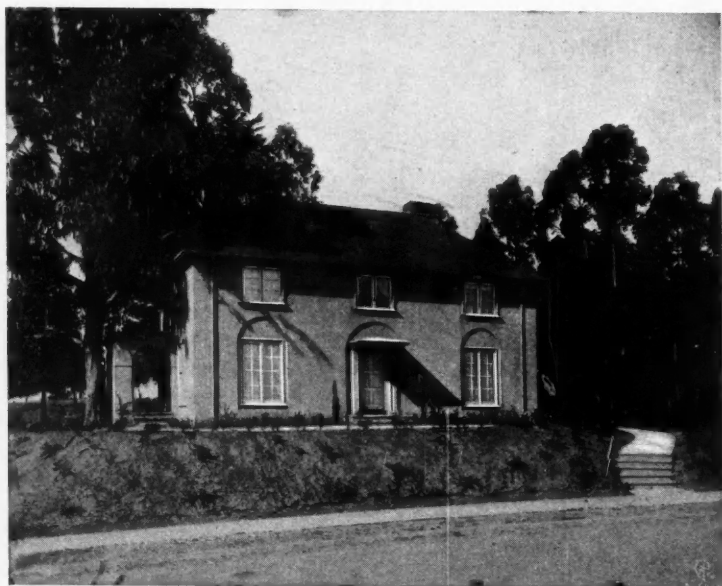
dales, with intent to produce districts of pleasant houses set in pleasing environments.

So far, so good. But too often the individual home-builders have decided along the same old method of learning by their own experiences, with the result that what might have been a vista of harmonious homes becomes a hodge-podge of clashing styles and colors, or, less frequently, a monotonous repetition of commonplace types.

What an encouragement, then, to come upon a place where, so far, the mistakes have been avoided which have injured so many of our efforts in this direction! There are such places; one finds them accidentally here and there, with a sense of pleasant surprise that the common individual selfishness—and foolishness—has not crept in, to blot the picture.

Driving down a broad avenue which led from Oakland's park-bordered lake on a sunny spring morning, my attention was caught by an exceptionally well designed iron fence, about three blocks long and set well back from the street. Wide, curved pavements led between smoothly shaved lawns to two gateways, guarded by richly-wrought iron posts. Lanterns, swinging from the gate-posts by bold brackets, were silhouetted against a gently curving and rising road, which ran between houses very different from the crude and clumsy blocks lining the really fine avenue outside.

This looked almost too good to be true, and clearly called for investigation. Stopping long enough to get a photograph of the land office, of warm yellow stucco with pale green lattices and a delightful roof laid with tile of many soft terra-cotta shades, a vista opened ahead which was full of inviting possibilities. At various intervals were stucco coated houses of many soft colors, varying warm



RESIDENCE OF MR. ARTHUR DAVIS
Lakeshore Highlands,
Oakland, California

Horace G. Simpson, Architect

THE BUILDING REVIEW



RESIDENCES ON EXCELSIOR BOULEVARD
LAKESHORE HIGHLANDS, OAKLAND, CALIF.

BAKEWELL AND BROWN, ARCHITECTS

tones of gray, pinks and buffs, cream, yellow; no two houses alike, but none clashing with any other. Most of the houses possessed distinct architectural character; the occasional neutral specimens did not offer jarring notes, but served rather as foils for their fellows. The buildings as a whole showed to be the work of many different architects, and, just as plainly, the presence of general consideration for general harmony.

For a space the road ran along a crest, giving a superb view of the roofs and towers of the city near by, and the bay beyond. Dividing suddenly, Presto! we were in the woods, with the curving, dipping road dappled with light and shade. The warm sunshine played in and out among trees and houses—in fact, one had the sense of skillful "stage management" in the way each house received its full meed of sun, although the surrounding woods seemed abundant and natural. Such deforestation as was necessary to make room for buildings and roads must have been carried out after careful study indeed; such results are not achieved by chance—nor can experimental mistakes be easily remedied or concealed.

Winding, descending, climbing, dividing, these roads carried us through the woods. A succession of charming pictures were impressed on the memory. It was interesting to note that some of the groups of houses, harmonious together, might have contrasted too strikingly with the next group—but trees, and the turn of the road, and the grades of the hill, almost or quite hid them from each other.

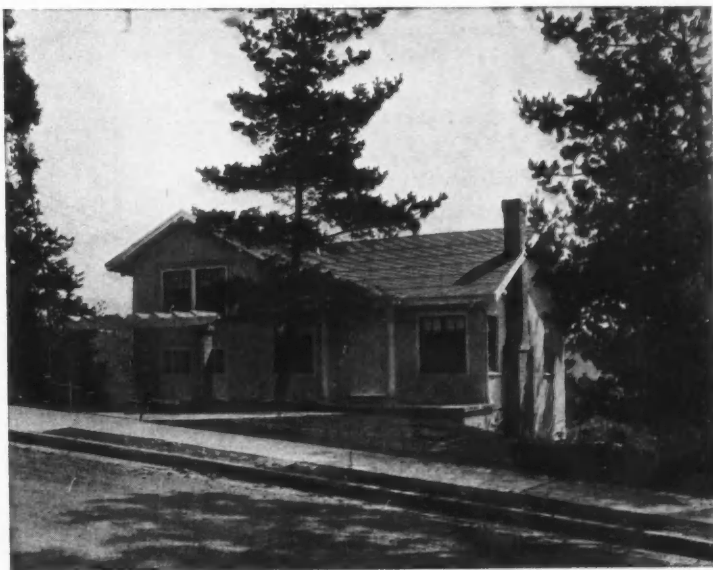
Coming out again on a height, we looked back down a long lovely valley bordered with stately trees, to the other iron gateway which marked the limits of the conventional, hum-drum city. Several times this valley has been offered as a park, at rates much lower than surrounding property; but the suspicious public refused to vote for its

purchase.

It is a beautiful breathing-space as it is; while we lingered there, several groups of children romped by with the familiarity of habit. It ought to be a park; but it ought not to be made too civilized, too smooth and regular. Far better if it were wisely built up with home like the adjoining property.

Later on, looking up from the gateway, the afternoon sun caught the white columns and walls of a small house on the hill at the end, and it seemed like a tiny temple, a shrine dedicated to the Spirit of the Valley.

Life ought to be very pleasant in such a setting. And it is difficult, now, to see how the development of this



RESIDENCE OF MR. L. E. RABJOHN

Lakeshore Highlands,
Oakland, California

George Calg, Designer

THE BUILDING REVIEW



LAKESHORE HIGHLANDS, OAKLAND, CALIF.

RESIDENCES ON ROSEMONT ROAD

"tract" could have been improved. Of course it is still possible for some individuals, over-ambitious to work out their own salvation, to express their "individuality" by "different" types of houses, to spoil or at least injure the harmony and charm that now exists; but that is so evident, it speaks for itself so surely, if so quietly, that it would seem difficult for anyone not to read and heed the lesson.

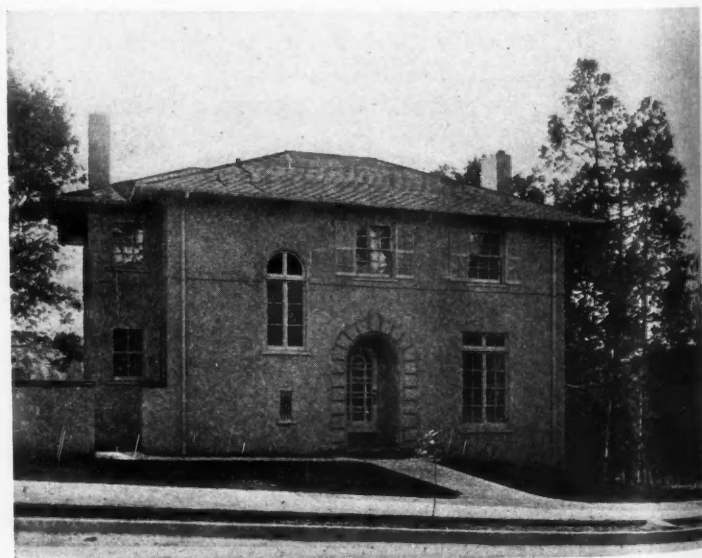
From an architectural standpoint, the restraint which characterizes all these dwellings is most noteworthy.

While there is plenty of originality, of color, of studied mass and detail, there is nothing bizarre, ornate, restless. There is a sense of refinement and repose. These are homes to be lived in. Almost all are rather small and inexpensive; but they are not cramped or confined. They are not set too close together; and the general harmony of treatment of the various groups gives a feeling of spaciousness which is frequently lost with many much larger and more costly dwellings.

Quite a number of garages have been incorporated into

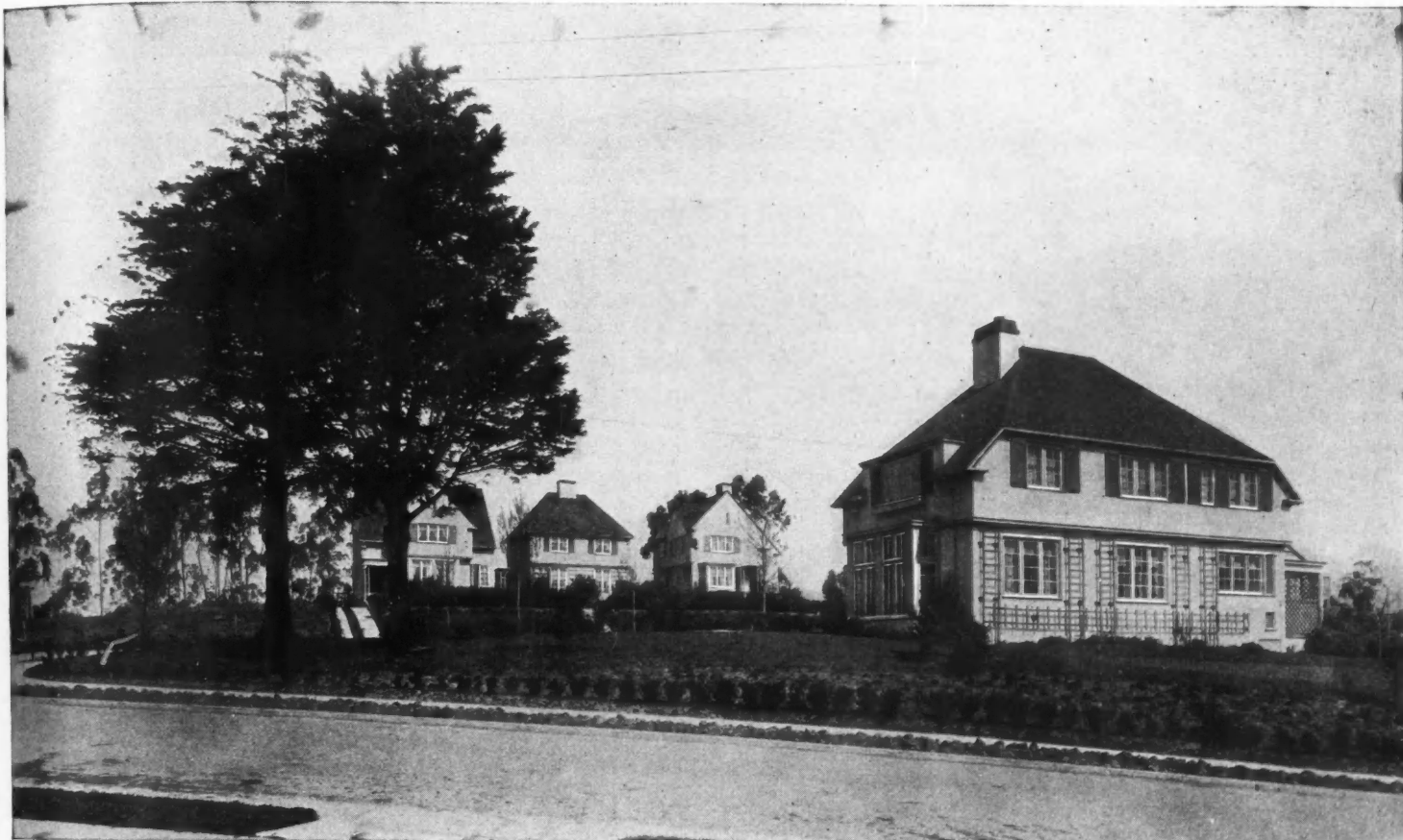


THE PROCESS OF DEFORESTATION
Lakeshore Highlands, Oakland, Cal.



RESIDENCE OF MRS. B. F. LLOYD
Lakeshore Highlands, Oakland, Cal. Reed & Corlett, Architects

THE BUILDING REVIEW



LAKESHORE HIGHLANDS, OAKLAND, CALIF.

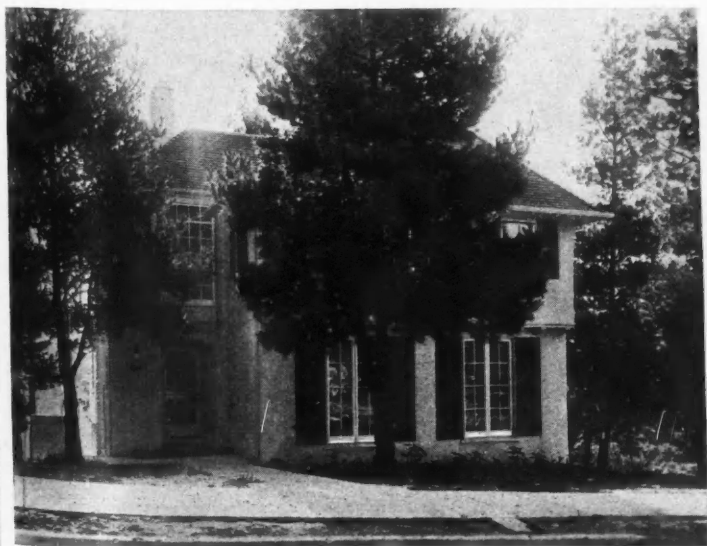
RESIDENCES ON CHATHAM ROAD

HORACE G. SIMPSON, ARCHITECT

the house design, and sometimes, too, archways or gates to the rear gardens. In the course of a few years, when vines and shrubbery have grown to play their part in the scheme, this treatment should result in very charming ensembles. In the more thickly wooded portion, one does not have to look ahead; the crisp shadows of branches and foliage on stucco walls gives a fret work of lacy pattern, an effect which it would take vines years to produce.

The houses are not all equally interesting. Among them stand out certain ones that possess that indefinable distinction that architects call "style" or "character." Such

are the Clarke and Lauffer houses, which have the Italian charm of straight-forwardness and simplicity. It is interesting to know, in connection with the latter of these, that a plan designed for a purely English exterior (shown in model form in Plate 46) has been reclothed in its present form, with but slight change, to suit the clients of the architect, Mr. McCall. Several other quietly charming homes are those of Mr. Simpson, which "compose" into very harmonious groups. Two little villas by Bakewell and Brown are gay with brilliant tile and white stucco, but



RESIDENCE OF MRS. J. GHIRARDELLI

Lakeshore Highlands, Oakland, California

Reed and Corlett, Architects



THE PROCESS OF ROAD-MAKING

Lakeshore Highlands, Oakland, California

THE BUILDING REVIEW

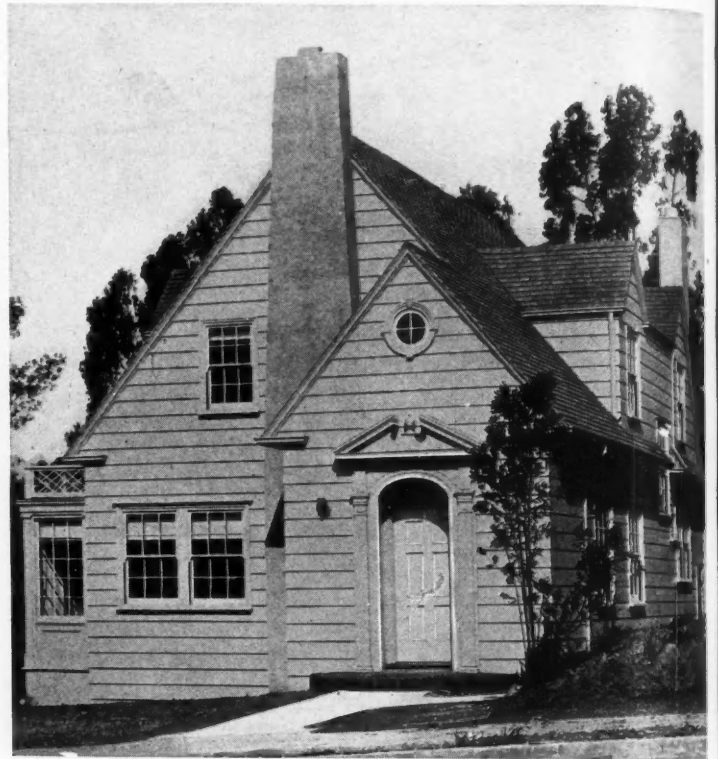


RESIDENCE ON GROSVENOR PLACE
Lakeshore Highlands,
Oakland, California

Reed and Corlett, Architects

unfortunately are sunk below the road, and so close as to give the effect of being in an area. The picturesque mass of Mr. Farr's cottage, a bit restless yet, will mellow pleasantly with time and vines. There is a fascinating little house which Reed and Corlett designed, which was smuggled in among pine trees and looks as though it had just grown.

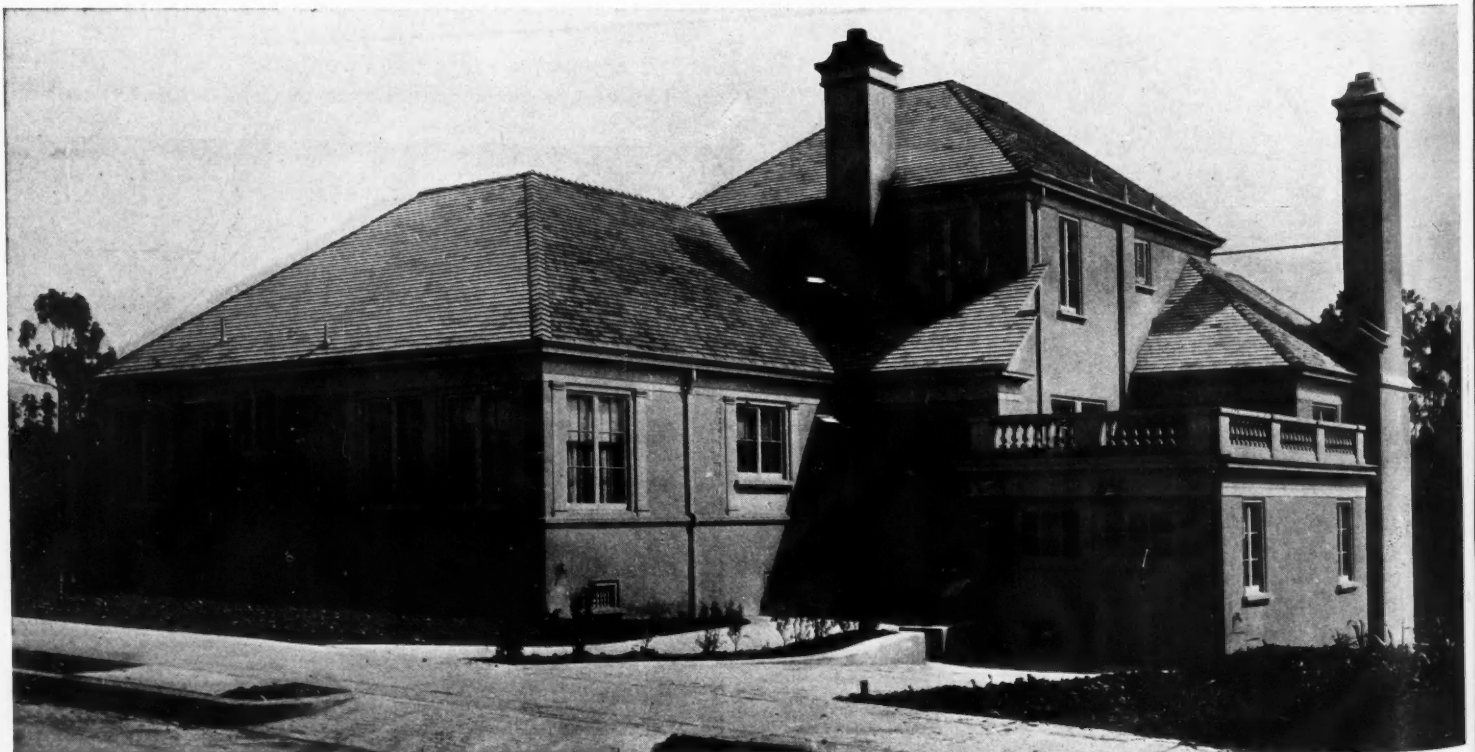
And many others—in fact, almost all—have positive or negative virtues which result in a high average standard, architecturally, and the softening effect of gardens and



RESIDENCE ON HUBERT ROAD
Lakeshore Highlands, Oakland, California

Reed and Corlett, Architects

weather will tend to make the whole settlement increase steadily in attractiveness. For after all it is new; the delightful villages in France and England and Italy, over which tourists rave, have been centuries in the making and the mellowing. But it is clear to be seen, and safe to be said, that there were wise men involved in the planning and developing of this settlement, who avoided many of the mistakes of the past; and it is pleasant and encouraging to find such subject for description.

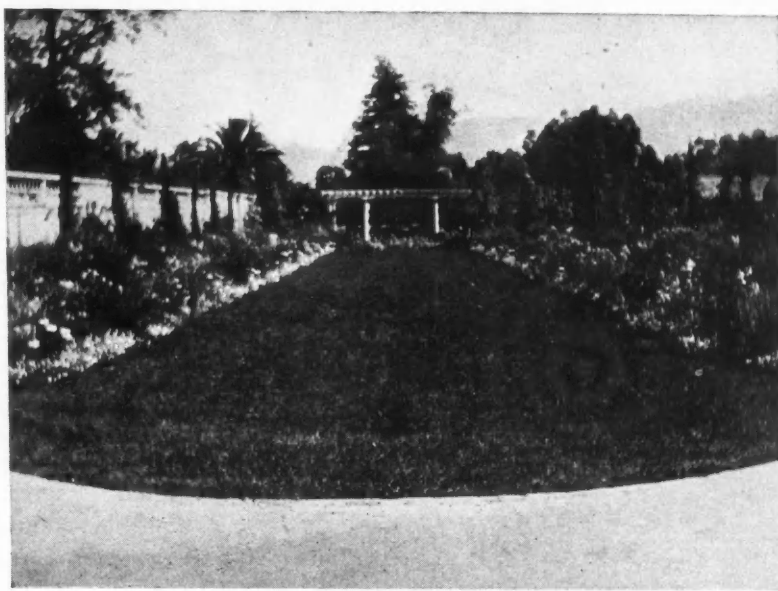


LAKESHORE HIGHLANDS, OAKLAND, CALIF.

RESIDENCE OF MR. N. B. DOUGLASS

ALBERT FARR, ARCHITECT

THE GARDEN



"GREENSWARD AND FLOWERS RANGED IN TRIM OLD ENGLISH FASHION...."

THE MOST COSMOPOLITAN OF GARDENS— THE GARDENS OF CALIFORNIA

By ESTHER MATSON

How many of us realize that the gardens of California are the most cosmopolitan gardens in all the world? Indeed, we do know that the whole of the Golden State, from north to south, offers amazing opportunities to the garden-lover, but we are hardly yet aware what a *diversity* of opportunities it offers. As a matter of fact, we have here, as Professor Wickson puts it, "an embodiment of the horticultural possibilities of all the zones except the strictly tropical." More than this, it has been found that many plants from far distant corners of the globe will actually thrive better than they did in their original habitat. Small wonder then that many an Eastern visitor to the Pacific Coast is startled by the variety which confronts him and inclined to ask himself if his senses are not playing him tricks.

It is not only in the suburbs of the cities, but also right within the towns themselves that the gardens are to be discovered. Sometimes these gardens are large and stately; sometimes they are miniature and intimate; sometimes they are enclosed behind walls or hedges; sometimes they are open to the gaze of every passer-by. Besides this, in

many instances the streets have been so planted with pepper or palm or camphor trees that they give the town itself a garden-like aspect while occasionally the parkings, or spaces between sidewalk and street, have been turned into tiny plots gay with calendulas or with vari-colored verbenas—or perhaps with sweet alyssum intermingled with the Eschscholtzia or California poppies.

How true it is that the wealth of native plants has not yet been sufficiently appreciated nor made use of. (For example, these never-to-be-forgotten golden poppies, and the white Matilijas—and again the wonderful Yuccas which the padres quaintly called the "Lord's candlesticks.") But when the soil and climate agree as they do with so many non-native growths, who can be blamed for being tempted to cherish them, too!

The best excuse for yielding to the temptation is the fact that the trees, the shrubs and the flowers from other lands come to us full of associations. They come freighted with news of "Far away and Long Ago." They bring the glow of romance into the garden and render it not merely beautiful, but humanly suggestive.

THE BUILDING REVIEW

What a fillip is added—for an instance—to our enjoyment of the roses and the palms to remember that the first ones were brought over to this new land from the old land of Spain by the fervent padres. How much more interesting are the eucalyptus trees, the figs and the acacias when we remember that they grow in the Holy Land. As for the cypresses—certain slim, spiring ones are reminiscent of Italy. Others gnarled and wind-tossed, though native to California, suggest the far-famed Cedars of Lebanon. The olives remind us alike of Palestine and of Italy. Then there are papyrus plants, hintful of Egypt. There are irises and chrysanthemums, and peach, cherry and plum blossoms, elo-



"CERTAIN WIND-TOSSED CYPRESSES AT MONTEREY..



"ANOTHER SITE MAY BE CONJURED EASILY INTO THE LIKENESS OF AN ANCIENT PERSIAN PLEASAUNCE"

quent of Japan. And there are the great Deodars, stately and mystical, that grow nowhere else save here and in "farthest Ind."

There is the Cherokee rose coming to us from China by way of our Atlantic Southland. There is the glossy-leaved Coprosma hailing from New Zealand. There are bamboos from Japan. There is the Escallonia from Chile and Patagonia, and the Petunia, brought originally from Brazil. And there are the Lilacs—great travelers they—having been brought to England from Persia, and from England to New England—so the story has it—introduced to adorn the garden of Agnes Surriage.

The strangest thing about it all—at least so the newcomer is prone to think—is the way the plants he is most familiar with at home are to be seen here growing cheek by jowl (and out-of-doors the year round) with plants from the semi-tropics. He has to pinch himself to see if he is not dreaming as he walks along an avenue bordered with palms and pepper trees and spies through the paling of a white-painted fence an old-fashioned New England garden filled perhaps with pansies, pinks, sweet-williams and hollyhocks. Next instant he may come upon a corner that appears to be a veritable tangle of rare varieties of Cacti. Still another moment and he may be peering through the wrought-iron grille in the stuccoed wall of some materialized Castle in Spain. And here he may barely glimpse the secluded patio-garden, boasting its orange and its fig trees, its aloes and oleanders and rose-trees set about a gleaming pool.

One happy fact the visitor discovers soon and that is the fact that the note of cosmopolitanism is not confined to the great estates. No, it is a note that creeps into the least and most unpretentious of the garden-plots and creeps in oftener than not quite unawares. For many a time the garden-owner has no idea what distant countries and what different climes his trees and flowers have come from. He does not stop to think, for example—that his morning glories call China their native haunt—that the peony came originally from Japan, where it is called pleasantly "the Flower of Prosperity"—and that the Jerusalem Cherry, which, by the bye, thrives in California like



REMINDE US OF PALESTINE'S FAMED CEDARS OF LEBANON...."

the proverbial green-bay tree, is a native of Madeira. To add to the romanticity of it, this cherry came to us by the indirect route of England, where it is now just "several hundred years" young.

At the opening of the twentieth century Dr. Franceschi of Santa Barbara made a vivid report on the number of plants from various parts of the world that had "congregated to live happily together" in that particular section of the State. He noted "not less than one hundred and fifty different species of palms, about the same number of conifers, fifty species of bamboo, about three hundred different vines and climbers, and, in addition, something like two hundred different species of trees, shrubs and perennials—from the hottest and from the coldest as well as from the temperate regions . . ." But enough of statistics except to observe that many of these plant foreigners have contrived to thrive with more vigor than in their native countries!

With such a diversity of material for garden making, it follows naturally that California should also possess the greatest possible diversity in types of garden design. It is not merely the condition of the soil lending itself to all sorts and conditions of treatment—it is not merely the peculiar quality of the atmosphere waving, so to speak, its magic wand—these characteristics help; but also the very "lay of the land" fosters variety, while for either the simple or the elaborate garden-plan the mountain backgrounds make the most wonderful setting.

The way the hills have of alternating now with long level stretches and again with gently dimpled tracts makes positive contrasts in treatment quite right and proper. Now one piece of property actually seems to demand an Italian arrangement of terraces enhanced with architectural accessories. Now one beseeches to be set forth with greensward and flowers set in trim old English fashion. Now a promontory overlooking a little arroyo begs for a French chateau in a milieu of clipped hedges and gay festooning vines.

Another site adapts itself to the quaint ingenuities of the Japanese style; and still another may be easily conjured into the likeness of an ancient Persian pleasaunce.

Truly it is a hospitable country that lends itself thus to the most varied moods of man as well as to the most various trees and flowers! "Oh, never the east and west shall meet" sings Kipling. Nevertheless, it is a fact that the plants at least of the east and west have met and fraternized. Nor can we help being thrilled as we remember that many of them were brought here by the gallant Spaniards of a bygone era, while many others came as treasured seed package in the great "prairie schooners" of the sturdy American pioneers.



"HOW MUCH MORE INTERESTING ARE EUCALYPTUS TREES WHEN WE REMEMBER THAT THEY GROW ALSO IN THE HOLY LAND...."

BITS OF DANIEL BURNHAM'S PHILOSOPHY

"A vacillating compass on an uncharted sea is about as safe a guide as that of making a memorandum book of your brain!" said Mr. Burnham.

"Make all things a matter of record. Make your entries daily. Never trust to memory!"

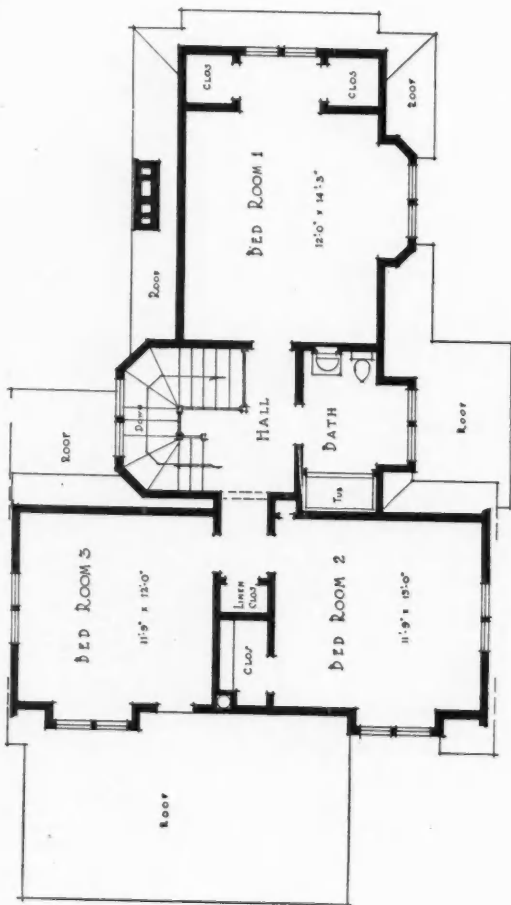
Then he chuckled and looked wise like an owl.

* * * * *

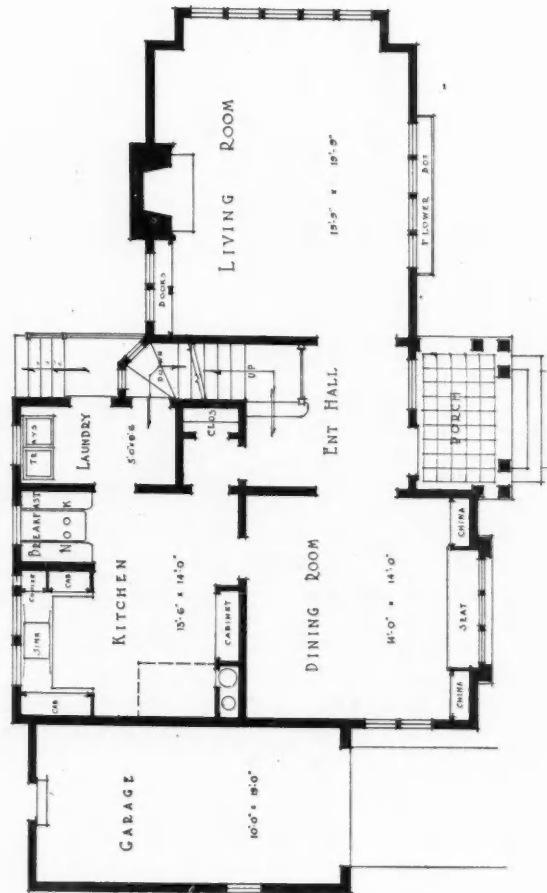
"Where are your other studies?" queried Mr. Burnham, when his assistant submitted a final design for consideration.

"They are all bad," was the reply.

"Well," he said, "show me the bad plans; they are the ones that do the talking; they are the ones that reveal the good ones."—Willis Polk.



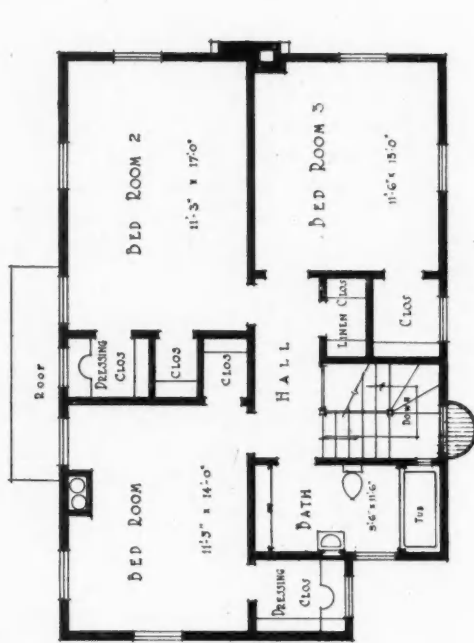
SECOND FLOOR PLAN
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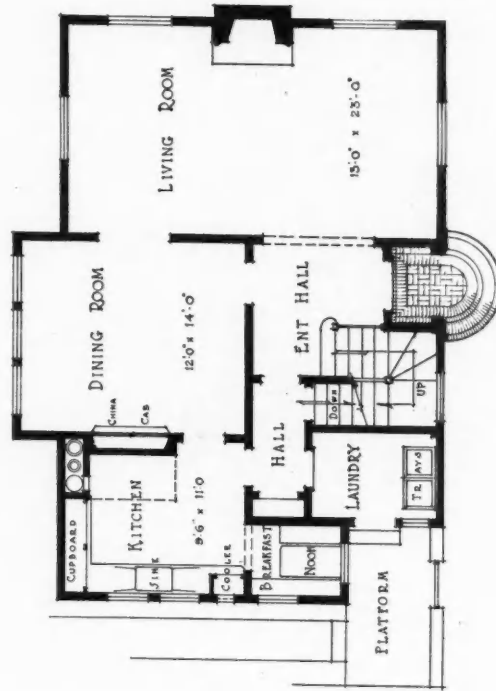
FIRST FLOOR PLAN
SCALE $\frac{1}{4}$ " = 1'-0"

PLANS OF RESIDENCE SHOWN ON PLATE 45

LAKESHORE HIGHLANDS, OAKLAND, CALIF.



SECOND FLOOR PLAN
SCALE $\frac{1}{4}$ " = 1'-0"



FIRST FLOOR PLAN
SCALE $\frac{1}{4}$ " = 1'-0"

PLANS OF RESIDENCE SHOWN ON PAGE 64

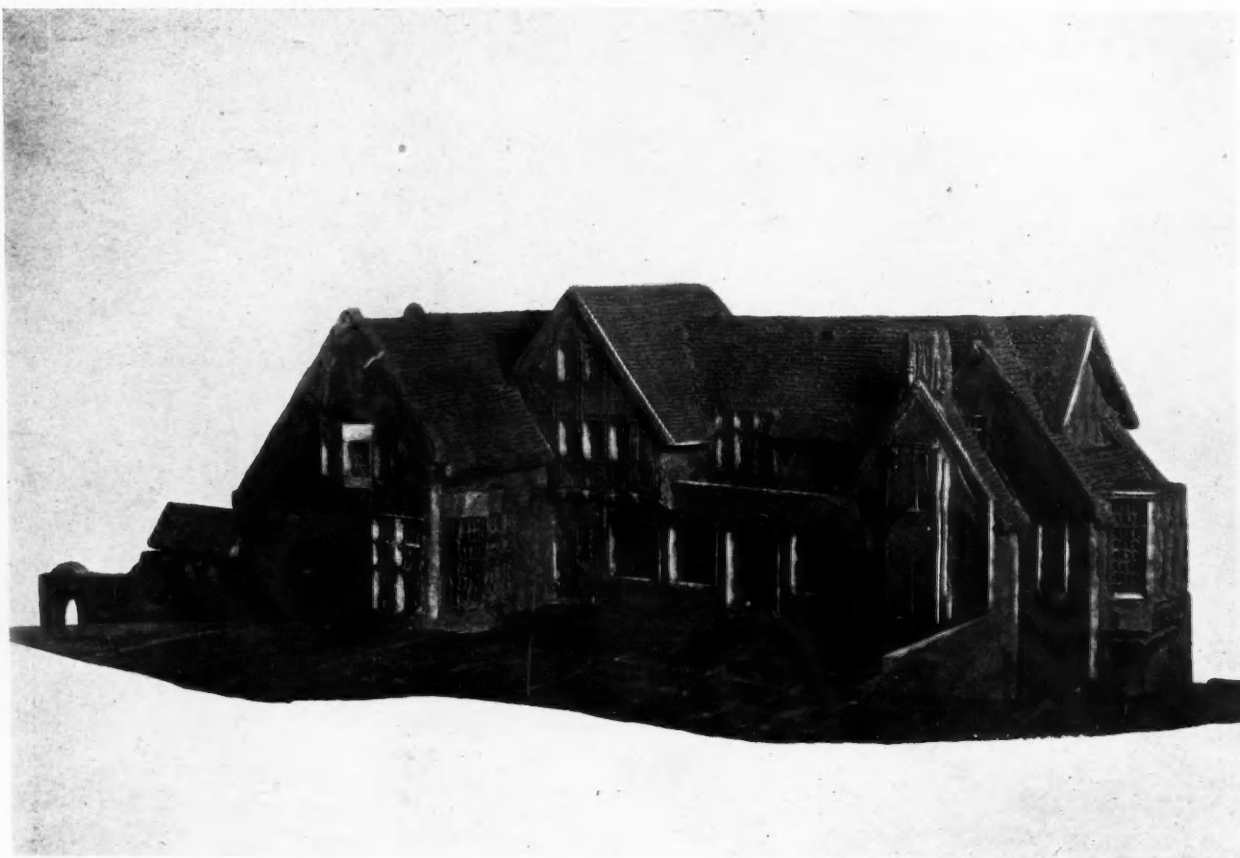
REED AND CORLETT, ARCHITECTS



RESIDENCE ON SUNNYHILLS ROAD

LAKESHORE HIGHLANDS, OAKLAND, CALIFORNIA

REED & CORLETT, ARCHITECTS



MODEL OF FIRST DESIGN FOR MR. JOHN LAUFFER'S RESIDENCE



RESIDENCE OF MR. JOHN LAUFFER
LAKESHORE HIGHLANDS, OAKLAND, CALIFORNIA

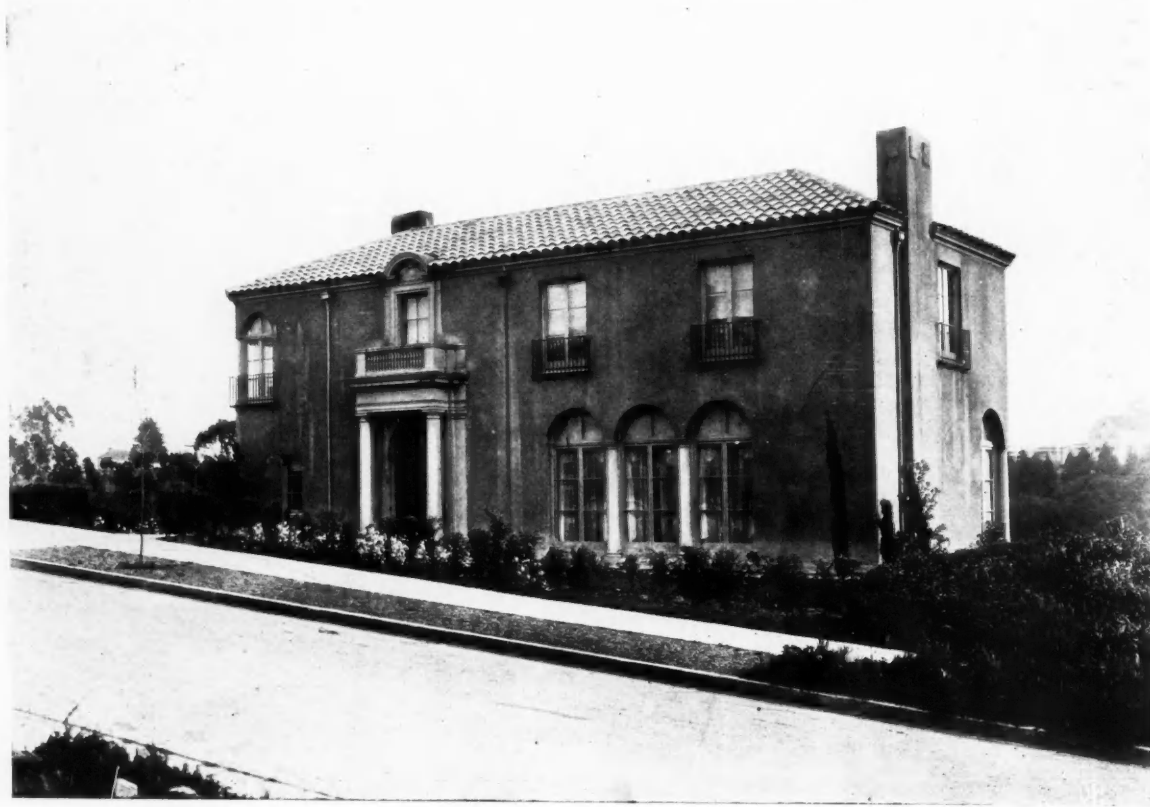
CHAS. W. McCALL, ARCHITECT



DINING ROOM IN MR. JOHN LAUFFER'S RESIDENCE



LIVING ROOM MANTEL, MR. JOHN LAUFFER'S RESIDENCE
LAKESHORE HIGHLANDS, OAKLAND, CALIFORNIA
CHAS. W. McCALL, ARCHITECT

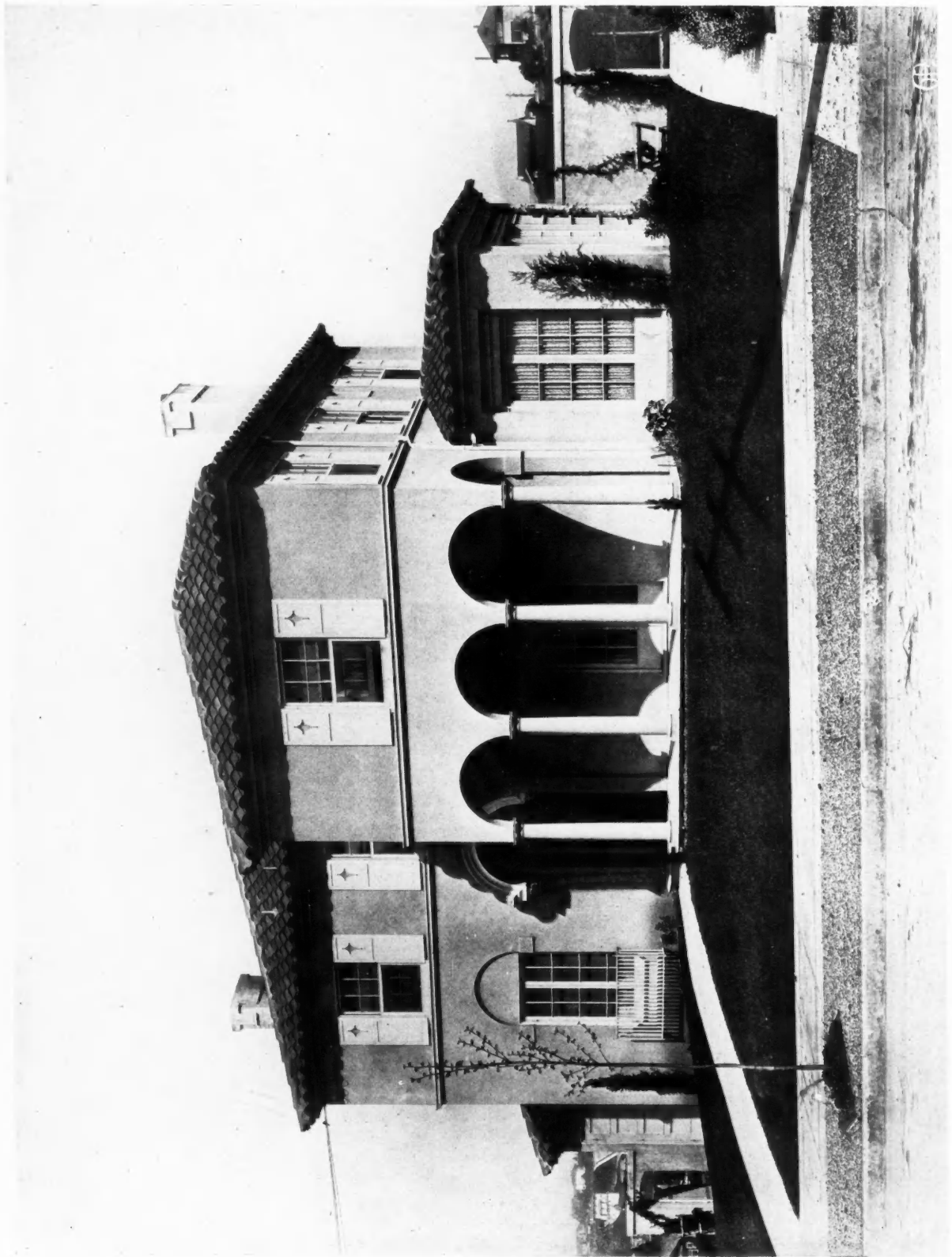


RESIDENCE OF DR. AUSTIN F. CLARKE
LAKESHORE HIGHLANDS, OAKLAND, CALIFORNIA
CHAS. W. McCALL, ARCHITECT



HALL IN DR. AUSTIN F. CLARKE'S RESIDENCE
LAKESHORE HIGHLANDS, OAKLAND, CALIFORNIA

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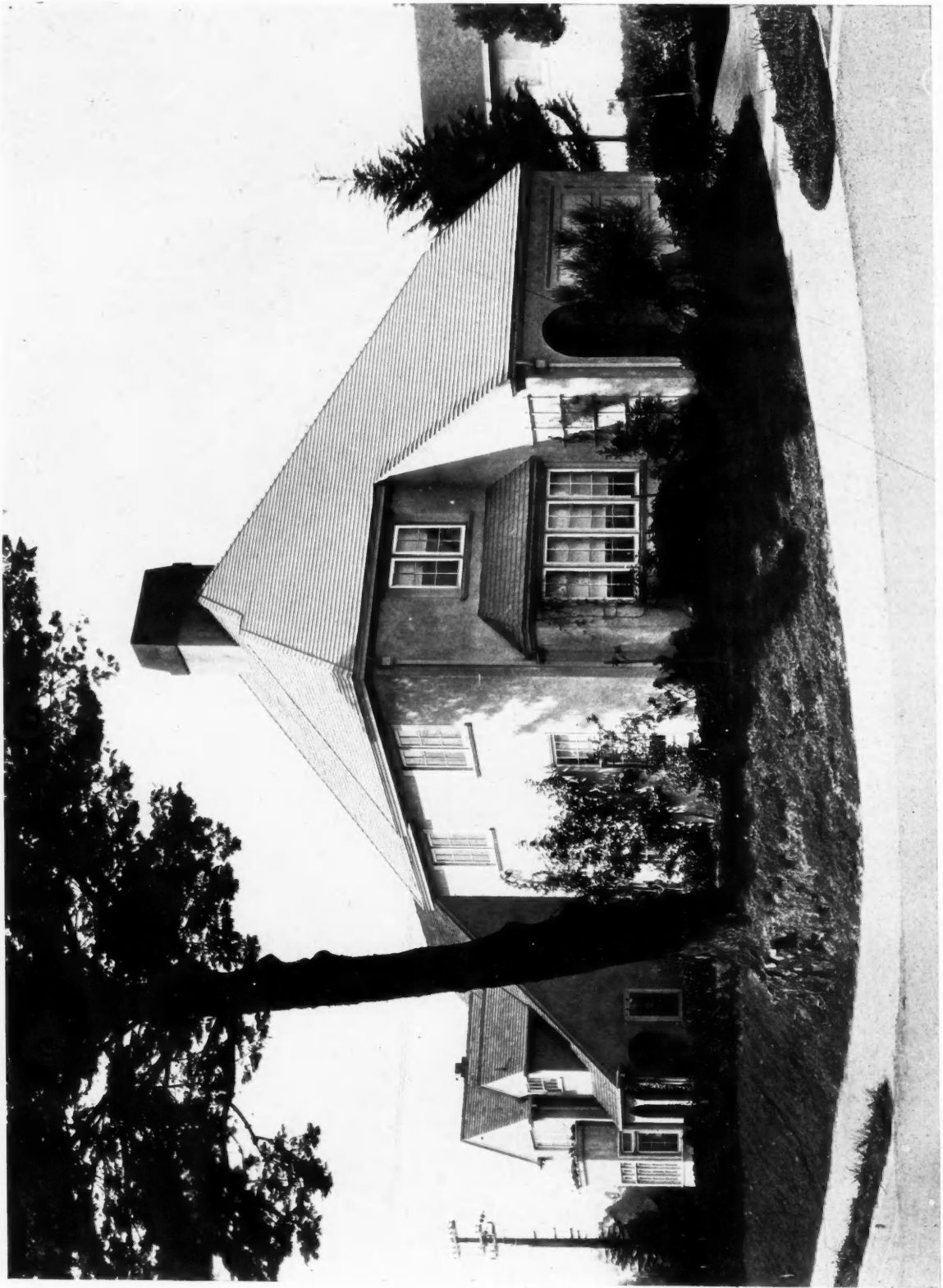


RESIDENCE OF MR. A. L. GROSSMAN
LAKESHORE HIGHLANDS, OAKLAND, CALIFORNIA

SCHIRMER & BUGBEE, ARCHITECTS

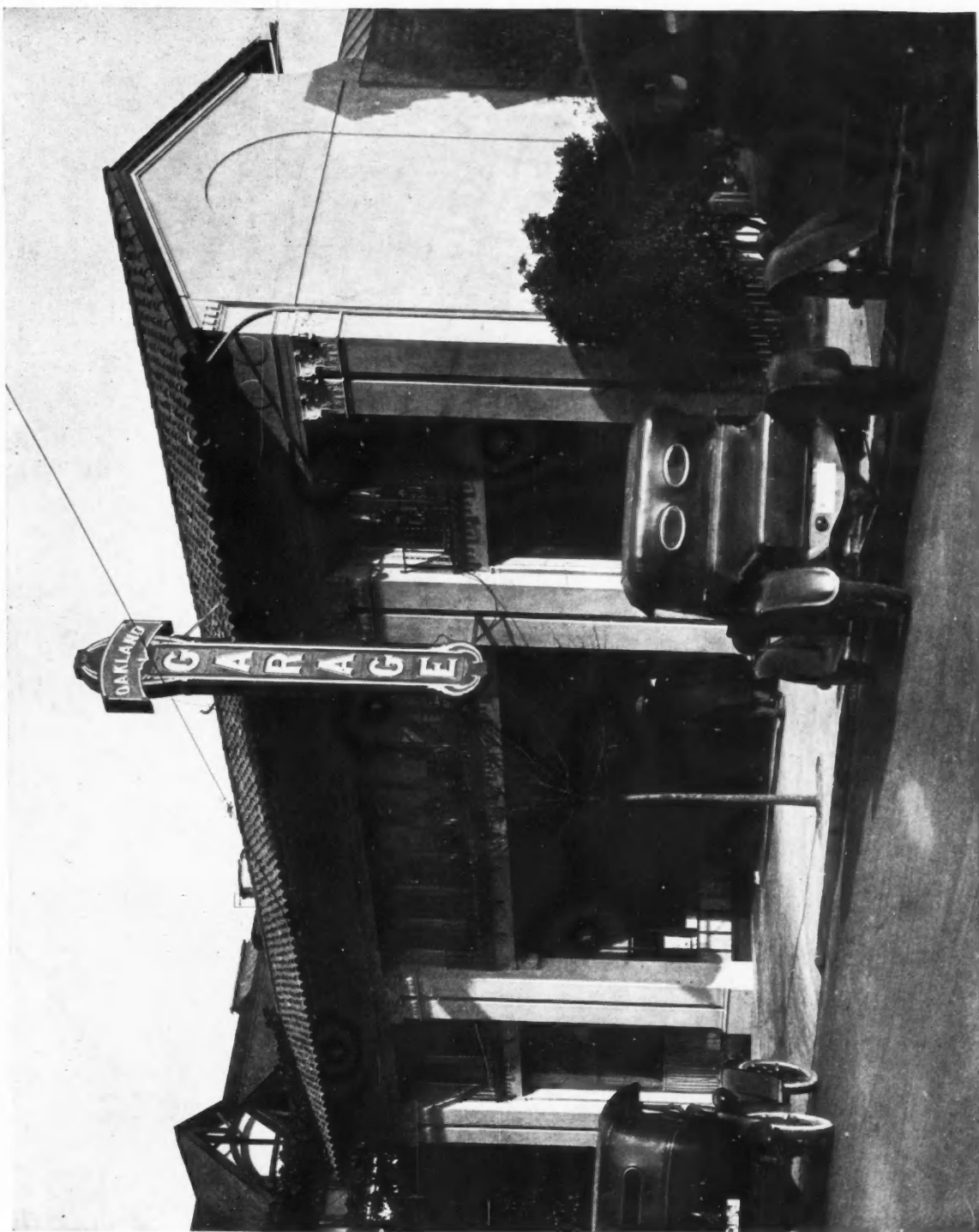


LAKESHORE HIGHLANDS, OAKLAND, CALIFORNIA
RESIDENCE OF DR. W. J. DOWELL
ALBERT FARR, ARCHITECT



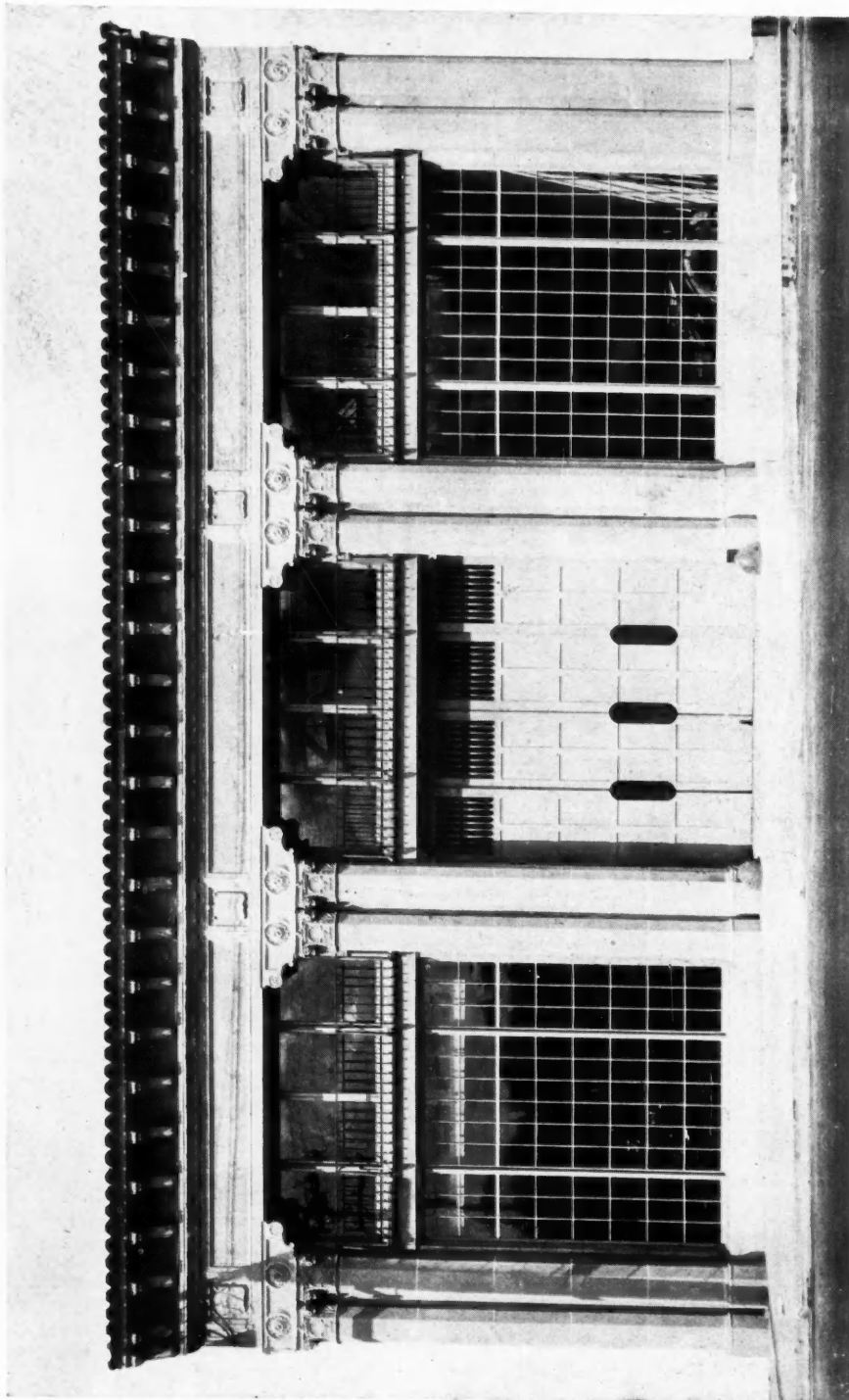
HORACE G. SIMPSON, ARCHITECT

RESIDENCE OF MRS. M. J. S. EATON
LAKESHORE HIGHLANDS, OAKLAND, CALIFORNIA



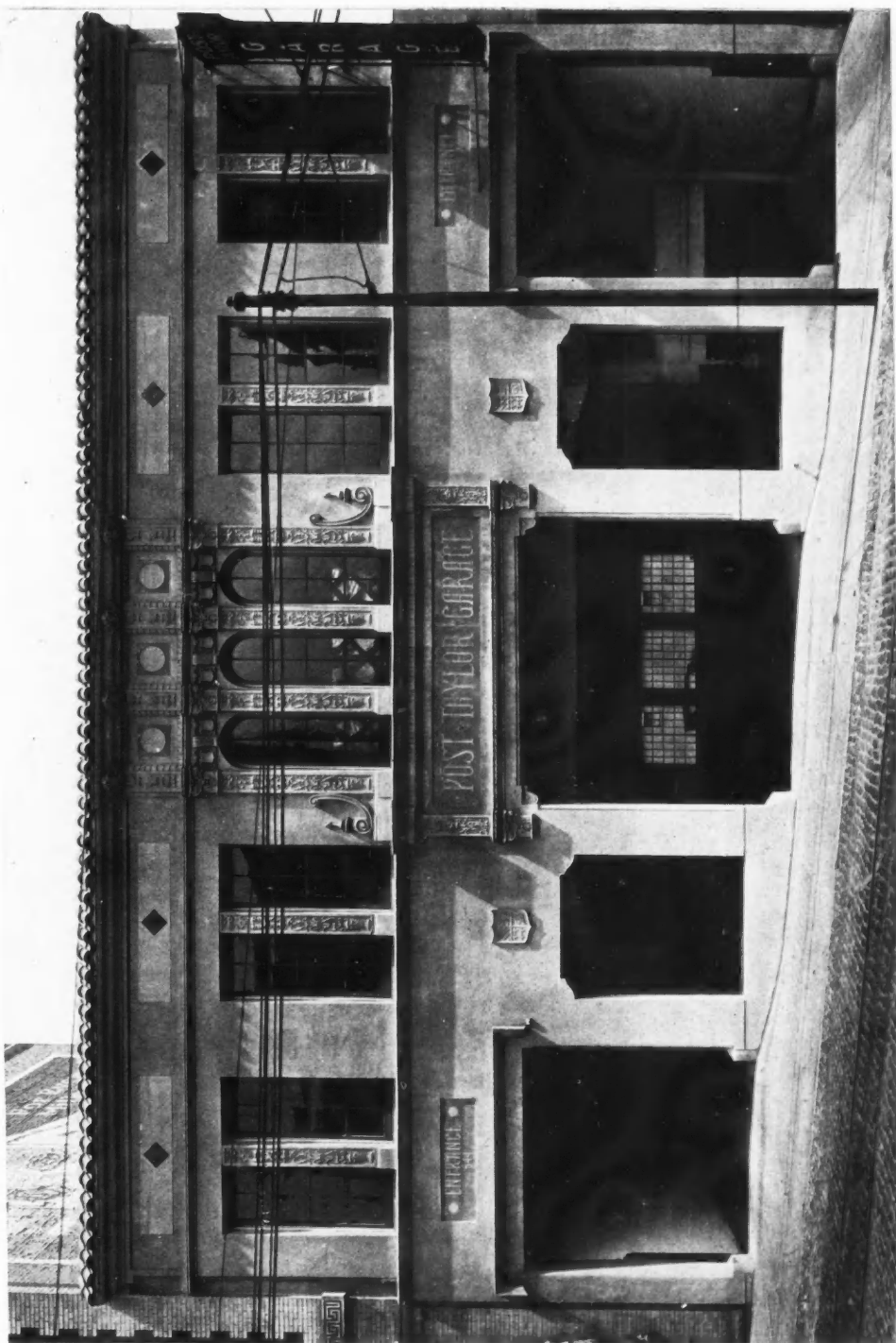
LLOYD BROTHERS' GARAGE, OAKLAND, CALIFORNIA

CHAS. W. McCALL, ARCHITECT



DU FRANE GARAGE, OAKLAND, CALIFORNIA

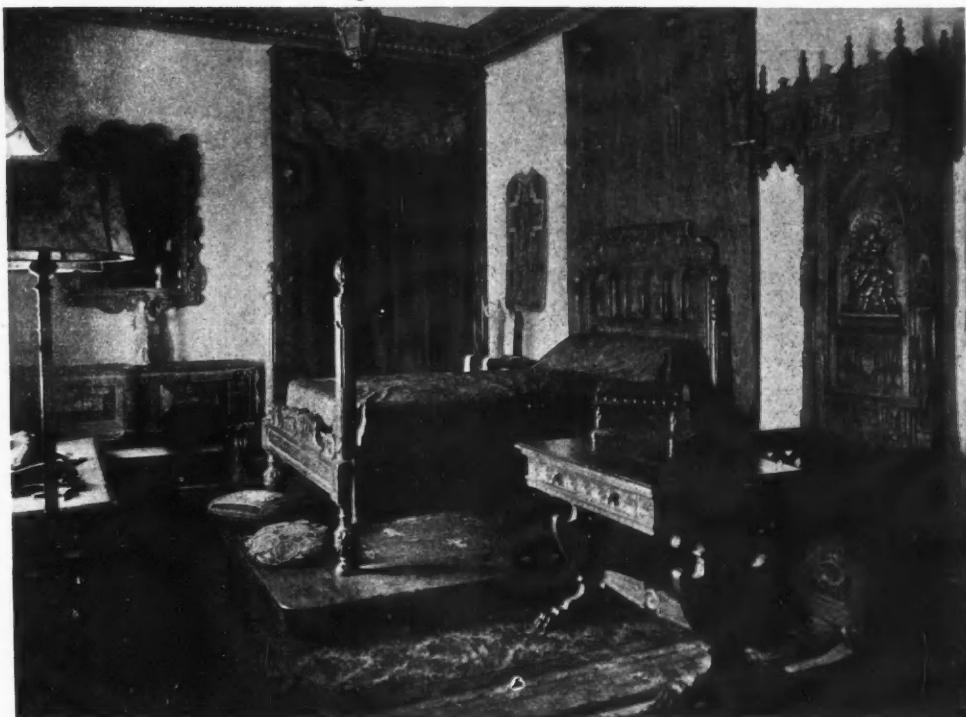
CHAS. W. McCALL, ARCHITECT



POST-TAYLOR GARAGE, SAN FRANCISCO, CALIFORNIA
FREDERICK H. MEYER AND ALBIN R. JOHNSON, ARCHITECTS
PHOTOGRAPH BY GABRIEL MOULIN



POSTER FOR SOLDIERS' MEMORIAL BUILDING,
BERKELEY, CALIFORNIA
HAIG PATIGIAN, SCULPTOR
HARRIS ALLEN, ARCHITECT



A DIGNIFIED ROOM WITH RICHLY CARVED XVI CENTURY BED
AND TABLE AND BELGIAN GOTHIC STALL.

(Courtesy of the City of Paris)

THE TREND OF MODERN FURNISHINGS

By CHARLES E. ANDERSON *

For many years the collector, the decorator, and the architect have searched throughout the British Isles and the continent for English architecture, furniture, and textiles. Dutch and Empire influence also affected the interest of many Americans on account of their inherited heirlooms. There is now a general trend to forsake the severe austerity of this period for the more glorious and rich designs of France, Spain and Italy, conforming our taste and selections to the pieces which best mould themselves into the uses of our surroundings and daily life.

Western architects realize the climatic possibilities of California with its rugged mountain landscapes, seashore vistas and the profusion of almost tropical vegetation which lends itself so appropriately to Spanish and Italian architecture.

This particularly refers to the charming effect of plain plaster surfaces, accentuated by richly modelled overdoors, iron grills of intricate design and roofs of multi-colored tiles.

Conforming to these exterior effects would be found interiors of rough plaster, hung with rich tapestries and damasks, heavy carved cornices highly decorated in color and marble or tile floors.

The accompanying photographs aid toward the visualization of these effects. Colorful hangings are contrasted to beautiful patined furniture; dignified simplicity in architectural treatment is enriched by exquisite carvings.

In the photograph of a bedroom which is essentially masculine, this scheme has been carried out with walls of rough sand plaster, a highly decorated cornice, black marble door casings and baseboard. The carved bed of the early sixteenth century, correct in every detail, an exact replica of the original in the collection in the Davanzati Palace, with hangings of Portuguese Damask, forms a splendid setting, together with a Gothic stall from Belgium and an Italian chest; a gold mirror completes this room.

The photograph of the hall shows the use of marble flooring and the combination of marble and wood furniture which is softened with the mellow tones of needle-point coverings. The rich wall hangings show an ecclesiastical influence.

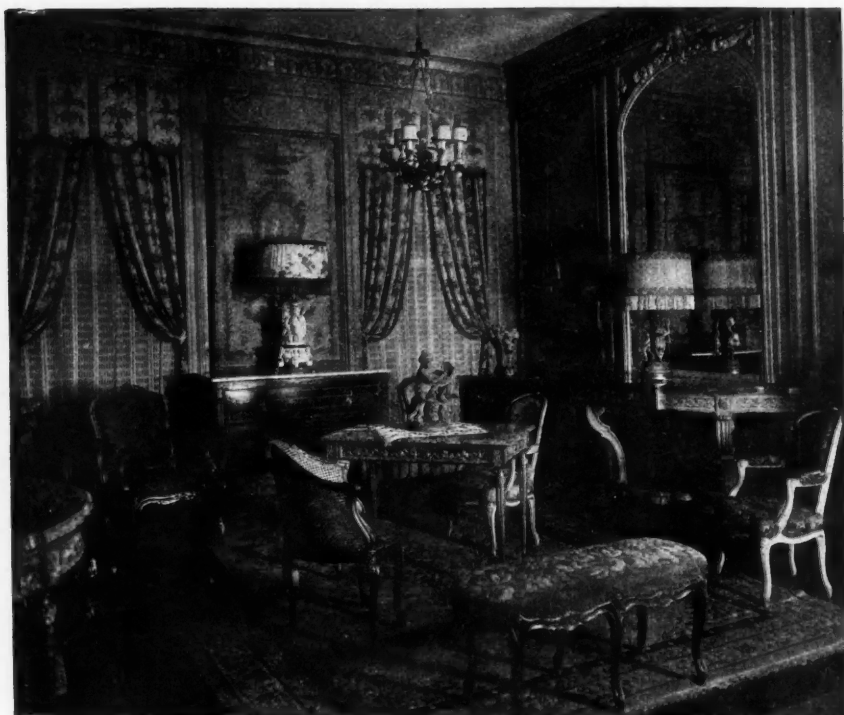
Another photograph shows a sixteenth century table from the Salvatori Palace in Florence, Spanish metal Torcheres, a wrought-iron mirror against the glorious red of Portuguese Damask Wall Covering giving the effect of luxury and balance.

The ornamental accessories of these rooms are unlimited both in design and color. The photograph shows a black ground Spanish leather screen, hand tooled and illuminated, which adds a delightful touch of rich color to the room, as do the gold lamp and vestments. Pillows of antique tapestries in many of the soft old colorings lend a touch of elegance.

Where formal functions are held and where there is a

*Of the City of Paris Decorative Studio.

THE BUILDING REVIEW

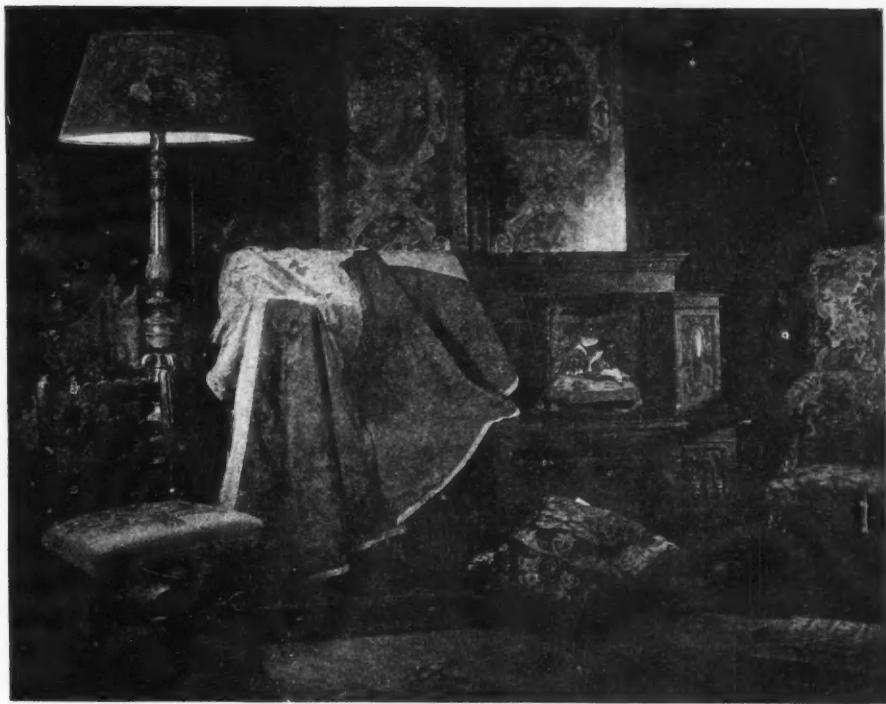


THE DELICATELY MOULDED SURFACES AND GILDED TINTS OF
THE FRENCH XVth AND XVth CENTURIES
(Courtesy of the City of Paris)



A VIRILE RENAISSANCE FOYER RELIEVED BY RICH DAMASK
COVERINGS AND HANGINGS
(Courtesy of the City of Paris)

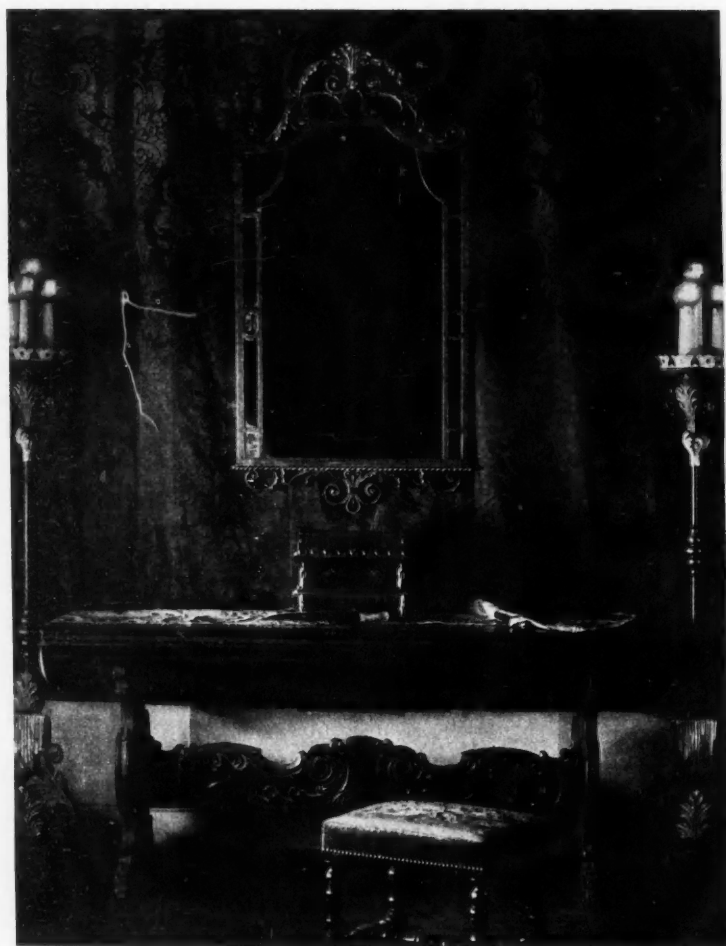
THE BUILDING REVIEW



OLD WORLD ECCLESIASTICAL FABRICS AGAINST A
SPANISH LEATHER SCREEN.
(Courtesy of The City of Paris)



ELIZABETHAN OAK FURNITURE COVERED IN GENOESE VELVET
FROM ITALIAN HAND LOOMS
(Courtesy of The City of Paris)



A WROUGHT IRON MIRROR HUNG OVER
PORTUGUESE DAMASK
(Courtesy of the City of Paris)

desire for lightness of color and design, the delicacy of the French Antiques comes as a pleasing variance. A selection of these pieces gives wide range for architectural color schemes which blend with their Aubusson covers. The photograph shows a very attractive French room of this type, which includes a French cut mirror with a marble top console, an antique inlaid commode, and a collection of French chairs and benches against a green painted glazed wall. A soft note of color is introduced by the use of French terra cotta statuettes and porcelain lamps.

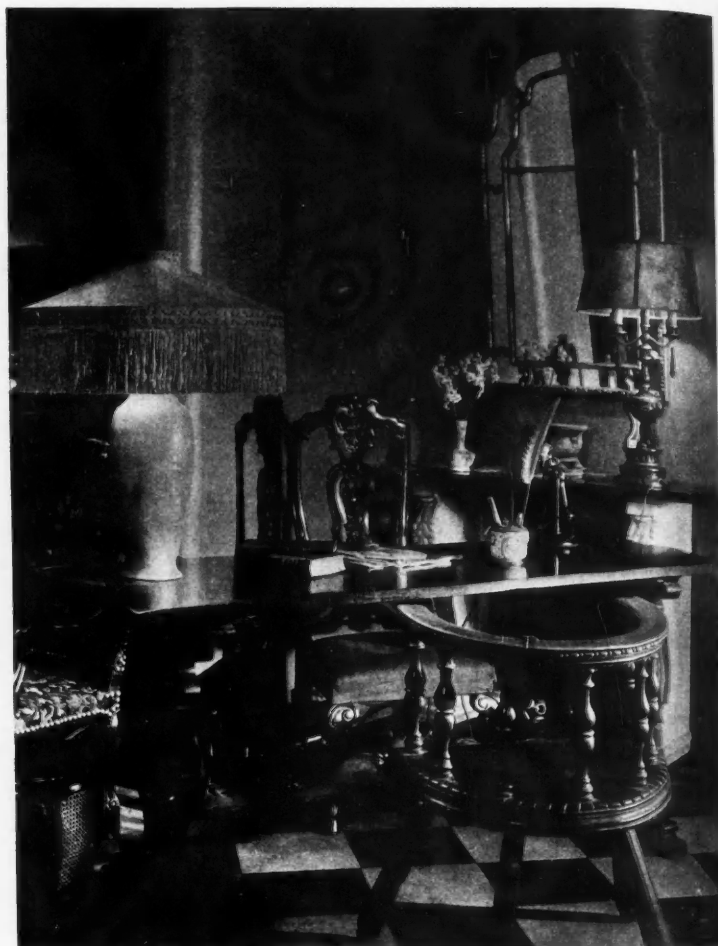
THE HERITAGE OF HOME OWNING

(From "The Builders' Journal")

The shortage of homes in America as yet shows no signs of decrease. Like a great cloud its effect has spread over the country. High rents, overcrowding and unhealthy speculation are its attendant evils. This cloud has, however a silver lining. As nothing else could do, the housing shortage has served to direct the attention of the American people to the value of home owning.

In the days of the old colonies, home owning was established as a precedent. The defense of the home developed the spirit of '76. Home owning is truly a heritage of the American people. During the past 50 years there has been a decided drift away from this policy.

The housing shortage has again forced public attention to this issue. As never before the average man is interested



ITALIAN FURNITURE WITH MODERN
DECORATIVE NOTES.
(Courtesy of the City of Paris)

in the possibility of owning a home.

It is evident, therefore, that a great responsibility is about to be placed on the builders of America. To meet the demands of elevated standards of living; to conduct their affairs along businesslike lines; to give real service to those who are about to invest their money in homes—these are the demands which, if met, mean profits.

The Own Your Home Exposition in New York, Chicago and St. Louis demonstrate that those who are considering the purchase or building of homes have available unprecedented sources of knowledge on the subject. Manufacturers as never before are co-operating with prospective home owners to give them real information regarding the building and equipment of a home. Plans developed by good architects are available through many channels at low cost. Financial institutions generally are ready to co-operate with those who have developed the home owning spirit. On every hand will be found offers of co-operation, credit, special service and other means through which the prospective home owner may familiarize himself with the merits of materials, the artistic qualities of decorative units and the comfort and convenience values of modern utility installations.

The home owning instinct here meets the art of home making and the result should be the stimulation of interest in this question to a point never equaled since the early colonists were forced to a similar interest.

GENERAL BUILDING NOTES



PACIFIC MANUFACTURING COMPANY PLANT, SANTA CLARA, CALIFORNIA

THE PACIFIC MANUFACTURING COMPANY

One of the prominent factors in the upbuilding of the Bay district has been the millwork turned out by the Pacific Manufacturing Company. Established in 1875 in Santa Clara, the consistent high quality of work, especially as to fine interior finish, has made this plant one of the leaders in its line. During the war the company received high praise from the United States Government for special work in connection with airplane body construction.

RUST—"THE FLAMELESS FIRE"

"America's annual fire loss is \$350,000,000." Just a few short months ago you saw this statement in bold black type, in circulars and posters scattered broadcast everywhere. It was part of a startling array of facts issued in connection with the national campaign for Fire Prevention Day.

America's fire loss, in a broad sense, really amounts to more than \$350,000,000, for underwriters do not compute the staggering losses resulting from rust, "the flameless fire." The oxidizing or rusting of metals is, chemically speaking, exactly the same action that goes on when a building burns. Rust is slow combustion, slow fire. It burns, consumes, destroys and leaves ruin in its wake. And it is all the more insidious and deadly because there is no fire alarm, no racing engines, no clouds of dense smoke or lurid flames to furnish the exciting thrill.

Mr. John Young, Chief of the Portland (Ore.) Fire Department, has ordered that all rusty fire escapes in the city be repainted at once; that unless this is done many owners will be required to replace their fire escapes when inspection time rolls around. This is merely a recognition of the fact by the Fire Department that rust weakens and renders unsafe, metal structures, that deterioration results from failure to keep them painted.

What starts rust? Unprotected exposure to the elements. Oxygen in the air combines chemically with metallic elements and the reaction is an oxide, or rust. But atmospheric oxygen does not necessarily produce rust unless the air is humid. For example, a piece of dry iron can be left exposed on a sand dune of the Sahara desert where the air is dry and rust will not appear for days. The same piece of iron dipped in water and exposed to the air in a damp climate will show evidences of rust after an exposure of a few hours.

The causes of rust are many, but the chief cause is moisture accompanied by unprotected exposure to the air. Salt water, an alkaline solution, promotes rust, while even perspiration from the human body, usually mildly acid, works the same way. Those who have studied the causes of rust realize that the only way ordinary metals can be kept free from rust is to coat them with some preparation that will not readily oxidize itself, and that will prevent rust from starting; in short, some rust-inhibitive paint that will be as non-porous as possible and penetrative enough to fill and keep filled all surface pores of the metal.

The specifications of a paint that will serve for this purpose cannot be laid down for all metal surfaces except in the most general terms. In general, the paint must provide a protective film elastic enough to contract and expand as the metal contracts and expands; otherwise, it will crack and admit the destroying elements through the fractures made in the paint film. It must possess strong adhesive qualities so that it will not peel off or scale and leave the metal exposed. It must not only be free from water in

itself, but it must possess water-shedding properties. It must prevent spreading action of any rust patches which may have been sealed up underneath when the coat was applied. It must be easy to apply by ordinary methods, and, finally, it must be reasonably inexpensive.

Naturally, there is no one rust-inhibitive paint that can be depended upon to give permanently satisfactory results on all types of metal surfaces. Metals vary in porosity and in the degree with which they contract and expand when subjected to different temperatures. For this reason, a rust-inhibitive paint that may be well adapted for one metal may be altogether unfitted for use on another.

Such a paint must not only be elastic, abrasion resisting and impervious to water, but must prevent the formation of rust beneath the coating and also prevent progressive oxidation where it has already begun.

The selection of a paint for a particular purpose is highly technical. There are many paints on the market that will answer a given purpose fairly well, but there is always a best selection which may vary very slightly from another compound that will not wear half as well. Under the circumstances, it is always advisable when about to paint to consult the Service Department of some reliable paint manufacturing company, getting the advice of their experts before starting work or buying the paints.

This service, as a rule, is rendered without charge, and there is every reason why one not technically familiar with paint properties should avail himself of the service.

Statement of the Ownership, Management, Circulation, etc., Required by the Act of Congress of August 24, 1912,

Of The Building Review, published monthly at San Francisco, California, for April, 1921, State of California, County of San Francisco.

Before me, C. B. Sessions, Notary Public, in and for the State and county aforesaid, personally appeared, E. D. McDonald, the Business Manager of The Building Review, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication of the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:

Publisher, Building Review Company, 410 Hobart Bldg., San Francisco.

Editors, Harris Allen and Henry H. Gutterson.

Managing Editor, none.

Business Manager, E. D. McDonald, 410 Hobart Bldg., San Francisco.

2. That the owners are: (Gives names and addresses of individual owners, or, if a corporation, give its name and the names and addresses of stockholders owning or holding 1 per cent or more of the total amount of stock.)

Harris Allen, Central Bank Bldg., Oakland.

H. R. Braden, 50 Main St., San Francisco.

H. C. Collier, 245 Mission St., San Francisco.

E. D. McDonald, 410 Hobart Bldg., San Francisco.

J. A. Drummond, 245 Mission St., San Francisco.

Henry H. Gutterson, 278 Post St., San Francisco.

A. Hoffman, 245 Mission St., San Francisco.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

Sworn to and subscribed before me this 8th day of April, 1921.

C. B. SESSIONS,

Notary Public in and for the City and County of San Francisco,

State of California.

(My commission expires May 26, 1924.)

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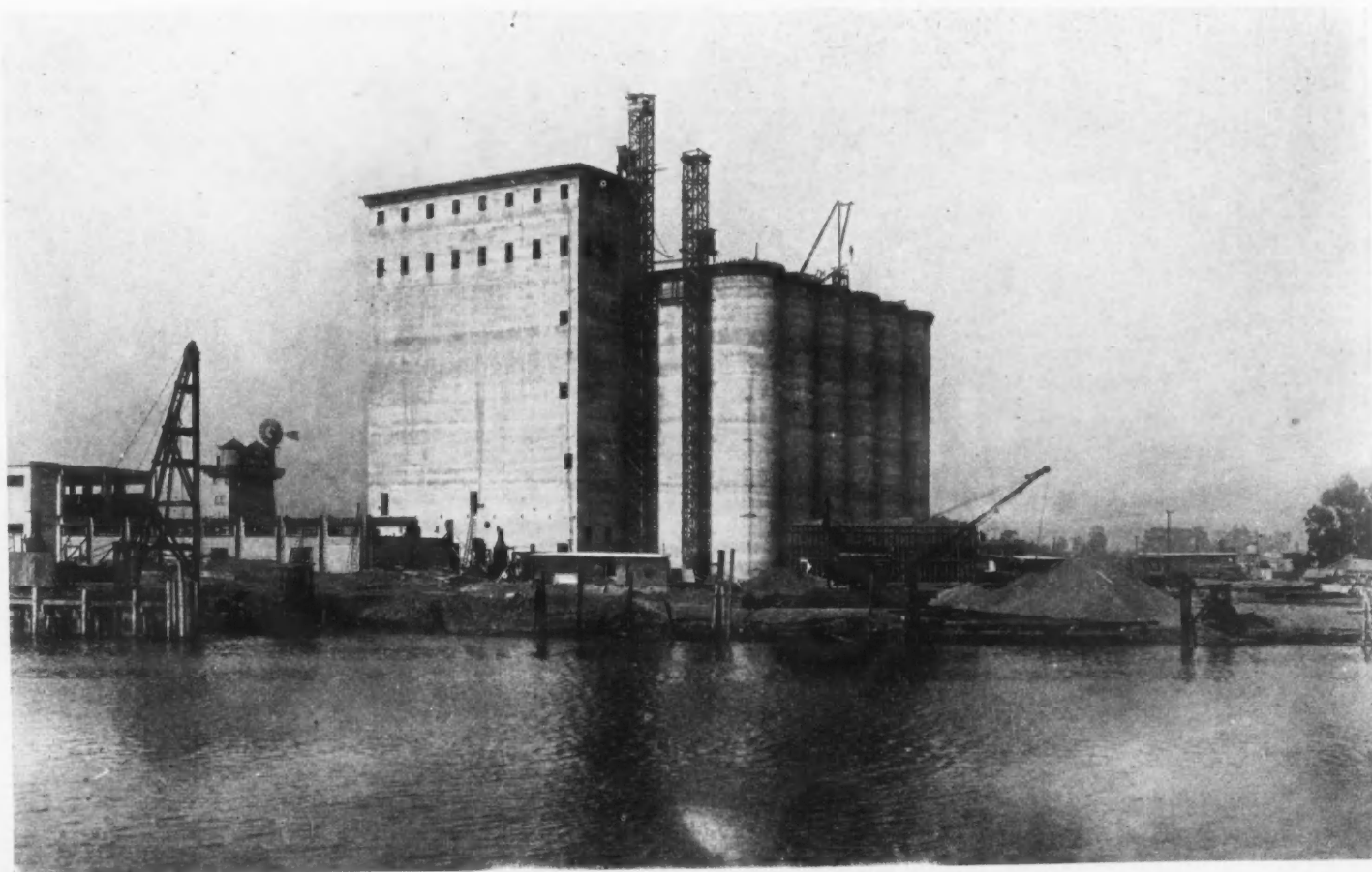
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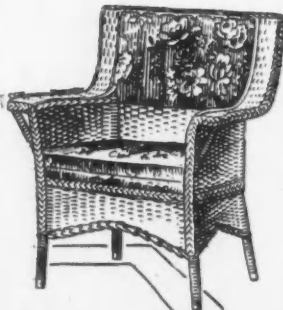
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THE BUILDING REVIEW

A CONSTRUCTIVE MOVEMENT

Mr. D. Knickerbacker Boyd, former Secretary of the American Institute of Architects, recently conferred with the council of the Associated Building Trades for Philadelphia and vicinity, (composed of all branches of the industry except carpenters) and requested opportunity to address that body on the subject of bettering conditions in the building industry which request was granted. He urged the need of closer co-operation between the various elements in the industry, that the mechanics might know better the aims of the architect, and that the architect might help to create in the mechanic a keener interest in his work and in the results sought for in the architect's designs, to the end that they might all help to develop themselves as instruments of service for the good of the industry.

He suggested that the Council provide opportunities for lectures on the crafts, plan reading, etc., and assured them of the co-operation of architects in such an undertaking.

The Bricklayers promptly responded to the suggestion and under Mr. Boyd's active leadership a meeting was held at which a number of architects addressed the men, and offered their assistance and, as a first definite step in the program, a Plan Reading Class was started. This was conducted by Mr. Victor D. Abel, Architect, every Thursday night, starting with an attendance of about 100 men, which gradually increased to the capacity of the hall.

Instruction was given in the reading of plans, the meanings of indications of materials on drawings, dimension lines, the placing of windows, partitions, the working out of stairways and the relation between the drawings and the specifications.

In addition to this class, Mr. Boyd arranged for speakers at as nearly as possible every regular weekly meeting of the Union, with subjects of interest to the journeymen who were present to the extent of three or four hundred at each meeting, these talks being followed frequently by interesting open discussion.

The following indication of the type of man and subject employed will perhaps be of assistance.

The President of the local Master Builders' Exchange spoke of phases of building construction from the standpoint of the employer.

The Superintendent of Buildings of the Board of Education spoke as one familiar with the direction of building operations and related the industry to the educational system of the city.

An Instructor in Architecture gave a lantern slide talk on the best examples of brickwork in Europe and this country, and created in the men an enthusiasm and an increased appreciation of their craft.

The Director of Drawing in the Public Schools showed how important a part lessons in drawing and educating the eye and hand of children played in their later development as workers.

Various technically trained men spoke on the needs of sound types of construction, the strength of brick walls and piers, and the effect of mortars in brickwork, the process of manufacturing brick, the characteristics and use of lime and cement, and similar subjects of direct interest to the bricklayers.

The results were as anticipated; the men gained through their contact with the architects a clearer knowledge of the architect's aims and a keener interest in their own work, and through contact with the various technically trained men connected with the industry, the men became more familiar with the materials with which they worked and the tools and traditions of their craft. Insofar as this was accomplished the men became better mechanics and better citizens. Also the architects, through contact with the mechanics, gained a clearer knowledge of their point of view, that is bound to be of value in their professional work.

The men appreciated the difficulty of getting apprentices to enter the craft under present conditions in the face of the steadier and more protected employment in clerical or commercial pursuit, and they believed this condition could be improved greatly by stimulating a keener interest and joy in the work by means of co-operative measures, such as have been outlined above.

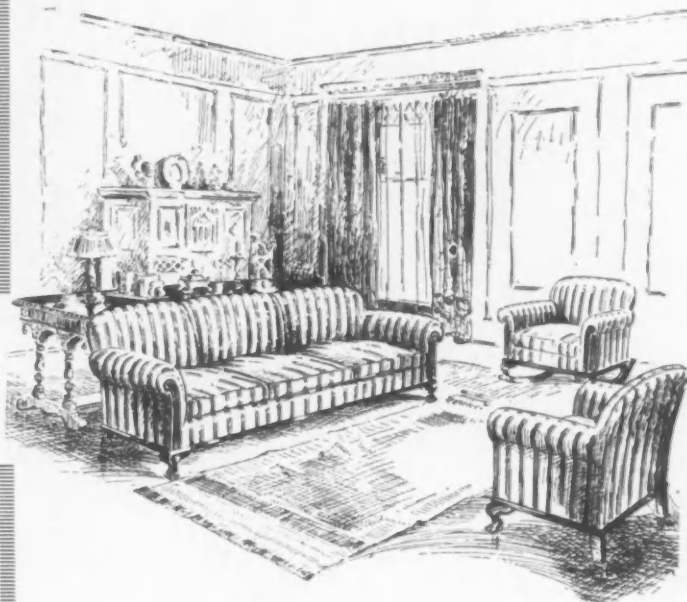
As a result of this first season's work, an enlarged program is being prepared by the bricklayers for the coming season which is to include classes for apprentices. Other trade are making similar plans, and all have apparently been imbued with a spirit of enthusiasm through the interest of the architects in their work.

As a further result, Mr. Boyd has been designated as the spokesman for all organized labor in the building industry for Philadelphia and vicinity, including also the carpenters, who have since participated in the movement. As chairman of a Committee on Education and Information, Mr. Boyd is hoping to arrange for conferences between employees and employers, in addition to a preliminary meeting held with the Committee on Industrial Relations of the Chamber of Commerce of Philadelphia.

As a result of this meeting, a program was requested from labor, which has been submitted to the Chamber of Commerce and to organizations of employers in the building trades.

The value of such co-operation is self-evident, and its general application to the building industry throughout the country would have results of incalculable benefit.

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EDITORIAL



RESIDENCE ON LONG RIDGE ROAD
LAKESHORE HIGHLANDS, OAKLAND, CALIFORNIA REED AND CORLETT, ARCHITECTS

Every progressive American city has its necklace of more or less attractive residence tracts, on the order of the very attractive area described in this issue. By no means their least valuable result to the community is the incentive they offer to the average American citizen.

The urban palaces and the great suburban estates of our very rich men are sources not only of admiration, but of bitterness. Such piles of stone and acres of velvet lawn have been the cause of bloody wars and revolutions—a trite truism. These pleasant, modest homes, on the other hand, are within the reach of any man who has energy and ability. Their frank limitation of space stands for independence; the generally harmonious landscape gardening treatment suggests an atmosphere of neighborliness. Fences are rare in these districts (at least in our Western cities), except to screen discreetly the intimacies of the laundry and service yard. Children play safely, away from the rush of city traffic. In such places, surely, should the true spirit of Americanism develop naturally; the healthy ideals of the land of equal opportunity.

There is a marked tendency in modern thought and comment toward appreciation of the great value of growing ownership of homes as a bulwark of national security and unity. The recent editorials which are here quoted state certain definite aspects of this view in a clear and forcible manner. We cannot emphasize too strongly their truth and importance, and the desirability of widespread consideration of such statements at this particular time.

NEW HOMES HELP DESTROY RADICALISM

(From "Hardware World")

Those who have studied the matter closely tell us that a million homes are needed now in the United States simply to meet the demand, not to provide a surplus.

The home is the greatest stabilizer known. It stands as a bulwark against radicalism, no matter in what guise it may appear. The man who owns a home or the land on which to build a home, or even who has through his industry and thrift acquired an equity in a home, will not be an advocate of communism—unless he is mentally unbalanced. And the fact that he has a home or is striving to get one argues against an abnormal mentality.

If the people of the United States should do their full duty this year and build the urgently needed new homes, the end of the year would see one million new votes against communism, or any other "ism" running counter to the approved rules and regulations of our free institutions.

Just as a land-owning peasantry in Russia will eventually banish communism from that country, so a land-owning and home-owning citizenry in the United States will keep communism from getting a foothold in this country.

Thus we have a double incentive toward home-building: We need the houses to live in, and we need them as permanent, substantial votes against radicalism of all sorts. In its insane efforts to "conquer the world" Bolshevism will find its Waterloo wherever it encounters a home-building, home-owning people.

THE BUILDING REVIEW

ARCHITECTURAL DIRECTORY

For the benefit of readers and advertisers we will publish each month a portion of the revised list of Architects, Designers and Architectural Engineers of the Western States.

(For information concerning copies of the complete list write "The Building Review".)

CALIFORNIA

Martinez

W. A. Doctor.

Madera

F. F. Roberts.

Marysville

G. C. Peppin, care Mt. Diablo Building Company.

Modesto

G. S. Freitas.

J. H. Hoose, Ramont Building.

W. H. Hubbert, 919 I Street.

Wieland, Mazurette & Wieland.

Merced

W. E. Bedesen, Elks Building.

Menrovia

E. J. Brenk, 208 Myrtle Street.

F. O. Eager, American National Bank Building.

A. H. Memmler, 320 East Palm Street.

C. L. Wilson, 698 West White Oak Street.

Napa

J. M. Turton, 144 Main Street.

Oakland

Harris Allen, Central Bank Building.

C. N. Burrell, First Savings Bank Building.

J. B. S. Cahill, Easton Building.

E. W. Cannon, Central Bank Building.

J. J. Donovan, Pacific Building.

W. W. Dixon, 1844 Fifth Avenue.

Hutchison & Mills, Albany Building.

L. F. Hyde, 2745 Twenty-sixth Avenue.

W. J. Mathews, 927 Broadway.

C. W. McCall, Central Bank Building.

C. H. Miller, 414 Thirteenth Street.

W. J. Miller, First National Bank Building.

W. E. Milwain, Albany Building.

H. Murdock, Syndicate Building.

J. C. Newsom, Syndicate Building.

G. O'Brien, Bacon Building.

Reed & Corlett, Oakland Bank of Savings Building.

Shirmer-Bugbee & Co., Thayer Building.

E. B. Scott, Albany Building.

L. S. Stone, Albany Building.

A. W. Smith, 1010 Broadway.

C. I. Warnecke, 414 Thirteenth Street.

W. J. Wilkinson, First Savings Bank Building.

W. J. Wythe, Central Bank Building.

F. D. Voorhees, 1829 West Street.

(California continued next month)

TERRITORY OF HAWAII

Honolulu, T. H.

Clark & Wood, Fort and Merchant Streets.

Dickey & Wood, Fort and Merchant Streets.

Emory & Webb, 308 James Campbell Building.

Flores & Miller, 304 James Campbell Building.

H. L. Kerr, 314 McCandless Building.

E. A. P. Newcomb, 24 Halelena Park.

Arthur Reynolds, 3 Elite Building.

Ripley & Davis, Boston Building.

C. W. Winstedt, 310 Bank of Hawaii Building.

Emory & Webb.

Herbert Cohen.

Flores & Miller.

H. L. Kerr.

L. C. Mulgardt.

E. A. P. Newcomb.

Arthur Reynolds.

Ripley & Davis.

C. W. Winstedt.

Hart Wood.

Hilo, T. H.

Architect A. Heen.

(Continued next month)



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THE BUILDING REVIEW

OFFICIAL NEWS OF PACIFIC COAST CHAPTERS, A. I. A.

SAN FRANCISCO CHAPTER

The regular meeting of the San Francisco Chapter of the American Institute of Architects was held in the rooms of the San Francisco Architectural Club on Thursday evening, March 17, 1921, at 8 p. m. The meeting was called to order by Vice-President Ernest A. Coxhead. The following members were present:

Messrs. E. A. Coxhead, Edward G. Bolles, J. W. Dolliver, Horace G. Simpson, Wm. Mooser, W. B. Faville, Albert Schroepfer, S. Schnaittacher, A. G. Headman, J. S. Fairweather.

The minutes of the meeting held on February 19, 1921, were read and approved.

No unfinished business was taken up.

The Committee on Education read a progress report.

A letter from the Kansas City Chapter in reference to the Kansas City Memorial Competition was referred to the Committee on Competition.

A letter from the General Contractors in regard to the Tenement Law was referred to the Legislative Committee.

A letter from the Illinois Chapter in regard to Housing referred to Legislative Committee.

A letter from the Southern California Chapter submitting the name of Mr. Edwin Bergstrom as a candidate for membership on the Board of Directors of the A. I. A. to represent the West, was endorsed.

A communication from Mr. Henry H. Kendall relative to Mr. Coolidge's visit referred to the Directors.

Motion made and seconded that Mr. E. A. Coxhead be made chairman of committee in reference to drawings for Institute exhibition.

Motion made and seconded that Mr. Wm. Mooser take up with the General Contractors a letter addressed to Mr. A. G. Headman.

There being no further business before the Chapter, the meeting adjourned at 10 p. m.

J. S. FAIRWEATHER,
Secretary.

WASHINGTON STATE CHAPTER

Special Meeting

Minutes of special meeting of the Chapter, held at Frederick & Nelson's, 12:15, February 17th.

Present: Alden (presiding), Schack, Ford, Willatzen, Cote, Field, Siebrand, McClelland, Albertson, Baeder, Wilcox, Huntington, Loveless, Sexsmith.

President Alden read Secretary Parker's letter of October 27th, regarding the proposed addition to the Competition Code.

General discussion followed, during which Mr. Wilcox sketched the development of the present code and spoke as not in favor of the proposed addition because he felt that it allowed a recurrence of the old difficulties which were common before the present code was drawn.

Mr. Loveless took exception to this point of view and felt that it was perfectly legitimate for an architect to render services according to the revision as outlined, because each man is serving on an equal basis with the others and is being paid for the service he renders.

The Secretary read from the Journal of February, 1921, regarding the proposal to revise the code, mentioning particularly the last paragraph in the article, which dealt with the opinions of the Boston Chapter Committee.

Several of the men present also felt as it was expressed in the above-mentioned paragraph, that it was quite possible for two or three to work abreast as well as tandem.

Mr. Willatzen moved, and Mr. Loveless seconded, the motion that the Washington State Chapter approve and accept the revision as outlined in Mr. Parker's letter, with the following addition, after the words "held to exist" add the words "within the meaning of the Code." Carried.

Mr. Albertson moved, and Mr. Wilcox seconded, that the revision apply only to buildings to be built by private individuals. The motion was lost.

Moved by Mr. Field, seconded by Mr. Huntington, that the matter of the Small House Service Bureau be referred to a special committee for consideration and report. Carried.

The chair mentioned the possibility of obtaining Professor Picoli of Padula, Italy, to speak before an informal meeting of the Chapter at noon Friday at the Rainier Club.

The Secretary was instructed to announce this meeting to the members of the Chapter not present.

Adjourned.

H. O. SEXSMITH, Secretary.

WASHINGTON STATE CHAPTER

267th Regular Meeting

Minutes of the Chapter meeting of March 4th, held at Pig'n Whistle, 6:30 p. m.

The reading of the minutes of the previous meeting was waived.

Secretary read a letter from Mr. E. D. Madden of Friday Harbor, regarding the erection of a memorial there in memory of the sailor and soldier dead who lost their lives in the world war. After discussion, it was moved by Mr. Huntington, seconded by Mr. Svarz, that the Chapter institute a competition among Chapter members for the design of such a memorial, provided the committee of Friday Harbor find this plan acceptable. Carried.

The Secretary read a letter of thanks from the family of Mr. H. B. Pearce relative to the death of Mr. Pearce.

Mr. Storey explained the circumstances regarding the application of Mr. George Stoddard for Associateship.

Mr. Baeder moved, and Mr. Siebrand seconded, that his application be placed in the hands of the Membership Committee for the proper action. Carried.

President Alden asked that the members of the Chapter join the National Fire Prevention Association. Mr. Baeder suggested that the Draftsmen might find it advantageous to join, to prevent being fired.

President Alden reported for the Auditor that the accounts of the Treasurer, Mr. Park, were in satisfactory shape.

Moved by Mr. Huntington, seconded by Mr. Josenhans, that the report be accepted. Carried.

Moved by Mr. Cote, seconded by Mrs. Svarz, that a vote of thanks be given to Mr. Park for his excellent services as Treasurer during the year 1920. Carried.

The President read tentative assignments to committees for the year 1921.

Mr. Field, as Trustee for the permanent fund, reported the sum of \$215 on hand. The report was accepted.

Moved by Mr. Huntington, seconded by Mr. Svarz, that the interest on the permanent fund for 1920, plus an amount from the general fund, sufficient to make \$25, be used to institute a competition among Draftsmen for the soldiers and sailors monument, before mentioned, at Friday Harbor.

Mr. Field amended, that this motion be made as a recommendation to the Executive Committee. Amendment accepted. Carried.

At this point Mr. Hewitt Wilson of the Ceramics Department at the University of Washington was introduced by the President and gave the Chapter members a very interesting and lively talk on Ceramic problems.

Mr. Loveless submitted a report of the Special Committee on the Small House Service Bureau which urged the establishing of such a Bureau by this Chapter.

Moved by Mr. Loveless, seconded by Mr. Huntington, that the report be adopted. Motion carried.

The Secretary read a communication from Mr. Albertson in which he proposed to raise the income of the Chapter by a variable apportionment of dues, based on the amount of business passing through the office of any one member of the Chapter, thus apportioning dues on the basis of ability to pay. Specifically, he proposed to reduce the annual dues to \$15 and charge each member \$1 for every \$10,000 worth of business passing through his office, the cost of the job to be taken from the cost filed with the building permit.

It was moved by Mr. Huntington, seconded by Mr. Josenhans, that the proposal, since it was not mandatory in any way, be adopted for one year, and be without any reduction in the dues, and that a committee be appointed to canvass the Chapter to determine if the proposition would be feasible. Motion carried.

The President read for discussion, the amendment to the By-laws regarding the date of regular meetings.

Mr. Stephen reported in regard to the reappointment of the present State Board of Architect Examiners, and after some discussion, the Secretary was instructed to write to the Governor asking that the Governor reappoint the present board.

Moved by Mr. Josenhans, seconded by Mr. Field, that Mr. Stephen's report be accepted. Carried.

Mr. Loveless brought to the attention of the Chapter the fact that at a former meeting it had been moved that the Chapter hold a joint meeting with the Draftsmen, which had not thus far been done.

Meeting adjourned.

H. O. SEXSMITH, Secretary.